

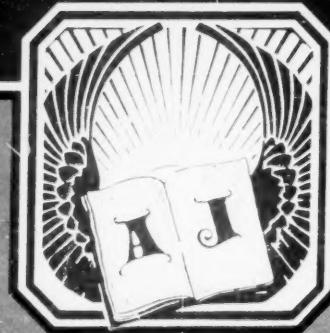
ANNUAL FORECAST NUMBER

# The AUTHOR & JOURNALIST

HOW TO WRITE

WHERE TO SELL

MAR.



1937



20 Cents

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Quarterly

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# THE AUTHOR & JOURNALIST

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## SOME PROPHECIES FOR 1937

... By THOMAS H. UZZELL

**W**HAT will happen in the magazine world in 1937? In gentlemanly fashion, I begin with the ladies.

The women's pulps—all of the love-story magazines—will, I can safely predict, continue to hold to the ever-popular Cinderella pattern. The little heroine will suffer and yearn, be cruelly thwarted by female rivals, and misunderstood by her fashion-plate lover who, however, in the nick of time, will realize her true worth and implant a respectably passionate kiss upon her quivering crimson lips. It is probable that the spoiled heiress heroine will be supplanted somewhat by the working girl heroine; Jane Littell, editor of *Love Book* and *Four Star Love*, has already made a request for more of the latter and less of the manuscripts featuring the antics of the little rich girl. In either event, economic security will still await the heroine as she receives the sacramental last-paragraph kiss. The growing vogue of trailers will continue to provide fresh settings for these stories.

In the men's pulps, the action story will continue to hold the fore. There seems, however, to be a tendency to a recrudescence of the old Sherlock Holmes deduction pattern: the hero sitting still and thinking the case out to its logical conclusion, rather than going out to battle suspects and force confessions from them. A corollary of this, which has already manifested itself in *Black Mask*, seems to be a rejection of the usual tightly-knit formula plot in favor of a looser, more rambling sort of pattern. The writing in this field will retain its present surprising excellence, and the discerning reader will be able to recognize many an embryo Hemingway in these magazines. No wordy, sentimental style in the men's pulps! There seems also to be a growing social consciousness, albeit

of a consistently reactionary nature: the best-known and most prolific of these pulp writers rarely produces a story in which he doesn't introduce an irrelevant Communist agitator villain by the scruff of his neck.

The popular slicks will maintain their gilded presentation of the contemporary scene. No more depression stories, not even of the cheerful Kathleen Norris variety! Swing music and trailer stories seem to be on the way out: too much of a good thing! The growing problem of dependent parents will probably be reflected more and more in young-love stories; the beginning writer who can work out this problem to a plausible happy ending should find a market for his wares. I venture to predict, further, that the growing popularity of such sports and hobbies as miniature trains, amateur photography, and bowling will begin to appear prominently in the popular story. Ski stories will probably persist for next winter, but with local snow trains in the fore rather than foreign winter resorts. There will also continue to be a constant reflection of the turmoils and intrigues of European nations today in the popular story. The pattern will preferably be of the Graustark variety: spies will flourish, and the non-partisan newspaper reporter hero, in a series of dashing adventures, will rescue the lovely heroine from her political enemies. There will, of course, be an avoidance of any political, economic, or social implications in these stories.

To return to the women: There will continue to be a preponderance of young-love stories in the women's slick magazines. I predict, however, that manuscripts featuring the problems of married couples, young and older, will increase in number, as too will stories centered around girls in business. The heroine who desires a career instead of marriage seems, how-

ever, to be definitely on the wane. The right tip in this field would be to advise fresh treatment of the problems and adjustments attendant upon the growing phenomenon of both members of the family contributing to the exchequer. And, here again, the problems of dependent parents. Glamorous, cosmopolitan settings for the big circulation women's magazines, small-town and rural backgrounds for the secondary ones will continue to be the order of the day.

Any prediction for the literary magazines is largely dependent upon whether the editors can get what they want. They *want*, I happen to know, more cheerful stories, quality writing devoted to less sombre material than is now the case. They also want stories which have more form, more of a plot than they have been printing. If they can find writers to fulfil these requirements, they will print their stories. Remember, though, the writing must be up to quality standards! This field will continue to be the most open to the truly talented writer, who is interested in writing the truth, and who is not too concerned about the higher financial rewards offered by the popular magazines. If you have anything to say about the contemporary social, psychological, economic, or political

scene, and can say it well, you will find a market for it. If, moreover, you can say it in a capably constructed story, without the usual tragic implications of the traditional literary story, you will find all the more welcome reception in this coming year.

The experimental, "little" magazines are, I'm afraid, rapidly on the wane. There still remain a few, but most of them, including *Manuscript*, the leader for so long in this field, have gently folded up. However, the well-written, hard-hitting, off-the-beat story can still find a roosting place at *Esquire* and in the new Street and Smith venture, *Popular* magazine (formerly *Hard-Boiled*). And if you know about middle-Western conditions, and are radically inclined, Meridel Le Seuer, editor of the new experimental magazine, *Midwest*, is on the lookout for material.

In concluding, I say: although the editor has asked me to be a prophet, no one can be infallible. Stories become what life itself has been just before, and for this reason, the best predictions of all can be found by watching the newspaper headlines. So let's go, brothers and sisters of the writing machine! And good luck to the scribes who are to fulfil (I trust) my predictions in the year to come!

## SCREEN OPPORTUNITIES IN 1937

By ADELINE M. ALVORD  
Hollywood Agent

**B**RIGHT prospects loom against the 1937 horizon of the motion-picture industry, for already in this year the production peak is at the highest level in almost a decade. For writers, this fact has but one significance—the demand for stories will be doubled and redoubled.

This demand will be met partly from published volumes, both classic and modern works. But, as in the past, fully 50% of pictures will be based on original material.

Among important film writers and directors, the belief is certain and universal that the best motion-picture plays of the future will be those aimed directly at the screen.

Hollywood will buy almost any type of good story, as the past year has proved. Among the films nominated for the best pictures of 1936 are such widely varying types as "Romeo and Juliet," "Mr. Deeds Goes To Town," "The General Died at Dawn," "Anthony Adverse," and "Theodora Goes Wild."

So-called special productions given such an impetus last year will mark 1937 studio schedules. Though these will be adapted largely from widely-read important novels, an original story that boasts a great theme or background will stand an even chance of being produced.

This accelerated production of "big" films will demand a proportionately greater number of "smaller pictures." These are necessary because studio budgets must be balanced, and because the double theatre bill shows no sign of abating.

Writers should not disdain these so-called "Class B" pictures. "Class B" is a misnomer, for from ear-

liest film history we have had the ordinary program picture along with the special production. The former is made under a limited budget, but emphasis is still placed on story.

Musicals continue as important film fare. And with the contemplated production of pictures based on the lives of Chopin, Beethoven, Johann Strauss, and Victor Herbert, they even take on new values. Though these biographies lie in public domain, and consequently are public property, films based on such lives have significance for the screen writer. That is, there will be a deepening of interest in serious stories which use a more serious background of music itself and of its profession.

Over-sexed plays and dangerously suggestive gangster pictures are definitely "out."

Western stories, which a year or so ago foundered by the wayside after some thirty-odd years of steady service, have been invigorated by song and music. No longer are they the rough-and-tumble affairs of years gone by. Today, they, too, have "gone modern" and reach the screen enhanced by the title of "Western musicals." New treatment of Westerns also demands that they take on some degree of modern life and modern problems.

Any survey of the 1937 screen outlook must include the field of the short subject. Here, the surface barely has been scratched. Comedies and musical and sports subjects are keeping pace with other forms of production. And an increasing demand has been voiced for clever or novel ideas which may be made into interesting or informative "fillers."

# MAJOR TRENDS IN NON-FICTION

By FRANK CLAY CROSS



Frank Clay Cross

THERE are two major trends in the non-fiction field at the present time. One is for shorter articles; the other, for more illustrations to accompany them.

The popularity of the shorter article was first demonstrated by the remarkable success of *Reader's Digest*. This little pocket-size magazine, start-

ed on hardly more than a shoe-string, brought an entirely, new idea into the publication field. It took articles from other magazines, articles that appeared to be compactly written in three or four thousand words, boiled them down, eliminated as much as half of the wordage, and yet managed to preserve the complete intent and purpose of them, and to make them, apparently, much more alluring to the average reader.

Of course when any new magazine achieves unusual popularity, it immediately arouses imitators. Thus *Reader's Digest* has been followed by a series of magazines, condensing and reprinting articles from other sources. Like the pioneer publication, some of them cover virtually the whole field of non-fiction; others limit themselves to subjects of a certain type. In the first category we find *Magazine Digest*, *New Current Digest*, and *Digest and Review*; in the latter, *Science Digest*, *Health Digest*, *Psychology Digest*, *Consumers' Digest*, *New Biography*, and various others.

This rather sudden epidemic of reprint magazines was at first viewed with a degree of alarm by some non-fiction writers. They felt that its effect was to make one article do the work of two, and, hence, that the demand for new articles would be curtailed. More careful consideration, however, especially in view of more recent developments, does not appear to warrant such forebodings. In the first place, only a relatively small percentage of articles, such as appear in most of the general magazines, are suitable for digesting. Naturally a very timely

article is hardly suitable, for, by the time negotiations could be made to reprint it, a digest made of it, and a place found for it in the reprint magazine, it would probably be sadly out of date. Nor can a longer article, which is packed with absolutely essential information from start to finish, be cut without losing its meaning. These two considerations alone are enough to indicate that the digest editors are not free to avail themselves of every piece that appears in print. They must choose carefully, and as the number of digests has increased, the competition for reprint rights on suitable articles has naturally become very keen.

The result has been to benefit the writer in two ways. It has produced a rather mad scramble for reprint rights whenever a suitable article appears; and, if the writer has wisely reserved these rights, he may be able to get a second check to fatten his first sale. Not a large one, of course, though the price does range as high as fifty dollars.

Most of the digest magazines, however, try to get material for nothing. An editor sees an article which he wants, and writes at once to the magazine in which it appears. If the second editor refers him to the writer, he next frames a letter to writer, intimating that he is writing simply as a matter of courtesy. He usually tries to infer that the deal is really already closed. Then, too, he'll inject a suitable note of flattery. "You will be given full credit." Comments like that.

This is the time for the writer who knows on which side his bread is buttered to clamp down. In his reply he should state clearly that, if the article is reprinted, he expects a check for it. I set my price for reprint rights at twenty-five dollars. The efforts of the digest to profiteer on the writer will quickly be circumvented if writers generally will follow a similar procedure. This panhandling is pernicious, and should be stopped.

The second benefit has been the creation of a new market for first rights. At the outset, when *Reader's Digest* was in the field alone, the supply of articles suitable for condensation and reprint was entirely adequate. With the appearance of other digests, however, it has become more and more inadequate. Thus the digest editors have been forced to look for original manuscripts, and to pay top-rate prices for them. The

February issue of *Reader's Digest*, for example, contains four original articles. This, obviously, is an entirely new market for the writer, whose other sales have apparently not been at all curtailed.

The effect of the digest magazines on the writer's fortunes, however, does not stop here. Other publications of pocket size, using much shorter articles, all of them from original manuscripts, have appeared. Among them are *Coronet* and *The Commentator*, both paying highest magazine rates. Still more the "big slicks" and women's magazines have begun to experiment with shorter articles. The March issue of *McCall's* prints three "short short articles," introducing them all on one page; and with increasing frequency the reader encounters short "back of the book articles," as they are called in editorial offices. Even more significant, however, is the insistence of the editors, with whom the article writer deals, on shorter pieces.

Of course the demand for shorter articles is not entirely an advantage to the writer, for it generally means less pay per piece. On the other hand, however, it means that more of them will be used, for more of them are needed to fill the book. More writers will be given openings.

The magazine which best illustrates the new pictorial trend is *Life*, which is devoted entirely to pictures with no articles at all. Its great success has already given rise to imitators, and one may be reasonably sure that, just as the digest magazines have encouraged shorter articles, these picture magazines will encourage the use of more art in the general magazines. Indeed, the trend is already obvious, and various magazines now pay almost as much for a good suggestion for a picture page as they pay for a good article. Yet others, which have never used pictures in the past, have now begun to use them. The most notable example is *Scribner's*.

How is the article writer affected by the greater use of pictures? He finds himself more urgently pressed to provide photographs to illus-

trate what he writes. Good action photographs, with some novelty about them. So strong has the emphasis become on such photographs that really good ones will very often sell a piece that would be virtually unsalable otherwise. This means that the writer who is an amateur photographer with a good eye for unusual camera shots can now have his inning.

This trend, as well as the trend for shorter articles on a wide diversity of subjects, offers a distinct opportunity for the unknown writer, for few professional writers have cultivated a talent for photography. Still another trend in favor of the beginner is the present popularity of intimate, personal-experience articles, such as appear from time to time in *Saturday Evening Post*, *Ladies' Home Journal*, and other magazines of like standing. Sometimes they are signed; sometimes they are anonymous; and quite often, perhaps, the writer has told the only story in his system. Nevertheless they are an excellent way to open editorial doors for any person who has had unusual experiences of some significance.

Another trend, which probably favors the professional more than the beginner, is for more timely analyses of, and comments on, important news of the day. This tendency is best revealed, in the magazine field, by the appearance of *The Commentator*, edited by Lowell Thomas; but the inspiration came from the field of radio in which oral commentators on the news have already thoroughly entrenched themselves in public favor.

Altogether the outlook for the article writer, whether he be a beginner or an old-timer at the trade, is decidedly encouraging. A large increase in advertising has fattened the pages of nearly every magazine on the newsstands, and with bigger books to fill, more manuscripts are needed. In all probability the beginner with new ideas and plenty of push now has the best opportunity to put himself across that has come his way in the past six or seven years.

## PACKED NEWSSTANDS

By AUGUST LENNIGER  
Literary Agent

"A couple of years ago the boys went into the corner stationery and dug in their jeans for fifteen cents to buy a pack of cigarettes. Today they toss two-bits on the counter and walk out with the cigarettes and a dime magazine."

That casual, but rather significant remark which I heard at a "housewarming" in celebration of the new double-former-size offices of a prominent New York magazine publisher a couple of months ago, probably gives the basic answer as to why this 1937 Annual Forecast Number of THE AUTHOR & JOURNALIST will overflow with encouragement for writers. Yes, the rank and file, with more leisure hours and more

money, as a recent article in this magazine pointed out, are buying more magazines—and consequently the fiction market is booming.

Generally speaking, the young-love story which features vital problems of today convincingly and realistically overcome by courageous young people, is still the best sales bet with the "slicks." But some strongly realistic stories of contemporary life, even some gently tragic, are appearing with greater frequency in *The Saturday Evening Post*, *American Magazine*, *Colliers*, etc.—and *McCall's* is now requesting "stories of an unusual or unconventional character with strong human values in addition to the regular women's maga-

zine type story." There is obviously a definite and growing tendency among the "slicks" to experiment with the unusually good "off-trail" yarn; as one of the *Saturday Evening Post* editors remarked to me several weeks ago: "You're likely to sell anything from a definite quality type to a glorified pulp to the *Post* these days—provided it's an outstanding story."

But it is the pulp writer who has the most reason for rejoicing. With more than a dozen magazines competing for a love-story writer's output today where a year ago there were only half that number, and corresponding increases in the number of markets for practically every other kind of popular fiction, the pulpeteer almost cannot help but prosper! Among the pulps too, there's a greater desire for vitality and at least an occasional suggestion of realism. Many of the most successful ones are gradually discarding the old confining taboos that necessitated stereotyped formula fiction, and are asking instead for more and more "human interest" and "emotional characterization." Read them carefully and you'll find many situations in current issues which several years ago would have been *verboten*. A judicious touch of realism is often bringing tangible appreciation from the pulp editors today.

How about these myriad magazines under which the newsstands groan? Will the publishers overdo the thing? They have before!

Most publishers are striving to overcome the problem of proper display and distribution in one way or another. Some of the recent ventures in "pocket size"

and "flat size" were at least partly inspired by the desire to prevent the magazines from being "buried" by the newsdealer. As necessity demands, publishers will find other ways, too; and, after all, it's their problem, not ours. Since practically every publisher admits he is making at least a little money, we need not worry over much of a possible saturation point. At the worst, a few titles in certain very crowded fields may be dropped, but there will still be plenty of good markets.

The one important thing writers should realize, however, is that this tremendous increase in the number of magazines has generally increased the standards of fiction quality. Editors, faced with the problem of fighting for readers with many other magazines of similar content, are naturally demanding better stories. More and more they are getting away from buying "names" over careless stories; more than ever are they anxious to give the new writer "who has something on the ball" his chance.

They want to feature, of course, the well-known writer whose stories live up to his reputation. It will be those who take pride in giving their best in every story they produce—whether new writers or "big names"—who will reap the major portion of the golden harvest of checks the packed newsstands of 1937 produce. And it will be those writers who continue to think in terms of a really worth-while story, whether they're writing it with the *Post* in mind, or *Ten Story Western*, who will continue to prosper, even if the newsstands (God forbid!) should carry less titles next year.

## "GIVE US BETTER STORIES!" SAY THE EDITORS

By JOHN T. BARTLETT

*Co-Publisher, The Author & Journalist*

THE first ANNUAL FORECAST NUMBER went on the stands in booming '29, yet, comparing forecasts by editors that year and this, 1937 easily holds its own for opportunity. Analyzing scores of letters from representative editors, THE AUTHOR & JOURNALIST staff notes a widespread demand for the better and more modern thing, plus a general willingness to pay for it.

An upward movement in rates, appearing here and there, is likely, before the year is out, to mature in a general "break" into higher ground.

Referring to larger issues of old publications, and many new magazines, Denver Lindley, of *Collier's*, remarked, "All this increases the competition for talent, and as a natural result prices have also increased. *No one who is able to produce stories of merit need fear that he will not find a rosy market and appreciative audience.*"

W. F. Bigelow, of *Good Housekeeping*, propounded a riddle in his letter. He said:

"The literary market outlook is, from the point of view of the writer, the brightest it has been in years, but from the point of view of the editors, it is very, very dark."

Can you guess that one? We give you the answer in Mr. Bigelow's own words.

"The amount of purchaseable material now coming to my desk is at a low ebb. In January, I spent less than two-thirds of my budget for the month, and I turned down nothing that I wanted, or that by re-writing could be made a good story, or article, or poem. In other words, there is a distinct let-down in the quality of all kinds of writing. And that goes for the big writers as well as for the rank and file

of the beginners. So, by the bright outlook I mentioned above, I mean that the authors who can turn out and turn in first-class stuff will find a ready market for their wares.

"We are looking for better stories, and I don't care very much whose toes I am stepping on when I make that statement.

"Give us triple-A-plus material, and the author can just about write his or her own check."

Many editors became enthusiastic as they spoke of new things they are seeking. Space forbids more than excerpts here, but THE AUTHOR & JOURNALIST expresses its appreciation, and will draw on letters heavily in future issues.

There has been no "league for decency" in current literature, but, nevertheless, in step with motion pictures—both probably sensing a basic change in mass psychology—there is a strong swing to the wholesome and romantic.

"A writer's only hope," wrote Harry C. Paxton, of *Country Gentleman*, in a lively letter, "is to catch the mood of the time he's dealing with." The success story era ended—temporarily—with depression and breadlines. "Tough going for the writing crews, with success plots harder and harder to find.

"Right now we hold a choice spot in the cycle, for these are days of rising hope and enthusiasm. Our night workers tell us the lights are shining bright again, and a new crop of boy and girl speedsters may be in the making; but, for the most part, America is now content with a modest rating on the payroll and a hope for tomorrow. And there's no end of new things to write about . . . trailers . . . radio . . . erosion control . . ."

The talented editor of *Ranch Romances* and *Black*

*Mask*, Miss Fanny Ellsworth, said, "We are looking forward to an auspicious year. Western and detective stories have a strong hold on the public interest, and that knowledge should, we feel, give writers a feeling of security.

"In the detective field, even more than the Western, it seems to us important to keep our requirements flexible. We are definitely interested in detective stories off the beaten track. Isn't there some new kind of detective character not yet exploited? *Black Mask* is watching for him!"

Freeman H. Hubbard, editor of *Railroad Stories*, is looking for stories that "strike a modern note." He explains, "It is almost impossible for us to get well-written fiction about four-track railroading, or high-speed interurban lines, or the latest developments in Pullman service, or the new life that has come into the old iron horse of recent years."

"As to fiction," announced F. W. Beckman, of *Farmer's Wife*, "our preference is for good stories, based on rural life, which do not lose sight of the fact that there is more of satisfactory living among rural people than of unhappiness and discouragement. Dust storms and crop failures are bad enough when they strike, but they are, after all, incidental, and, anyway, who wants to read about them?"

There is a growing article market in the fact detective magazines, reported John Shuttleworth, editor of *True Detective Mysteries*. His letter will be quoted in detail in the April AUTHOR & JOURNALIST.

There are plenty of opportunities in the juvenile field for writers who can do the original thing. "Annually," revealed Franklin M. Reck of *American Boy*, "we receive something over 6000 manuscripts.

"In spite of this volume, we are always hungry for certain types of stories. Acceptable sports stories are scarce. We need stories that achieve their grip and suspense from everyday situations. We need stories of substance, with humor and fun running through them. We're always in the market for stories of detective work, mystery, futuristic science, sea, air and ranch adventure, school, and the young man in business.

"Futuristic science we find especially popular. Boys of today are living in a world of technical progress—of atom-smashing, stratosphere flights, clipper ships, fever machines, and television—and the man who can modernize H. G. Wells and Jules Verne will find an eager welcome from our staff."

The letters of editors, pieced together, make a rosy picture of opportunity for writers.

Happy days are here again!

## BIG BUSINESS AND THE NEW WRITER

By DAVID RAFFELOCK

Director, Simplified Training Course

**A**MAGAZINE transaction recently completed dispels forever any lingering illusions one may have had about the commercial status of magazines. In attempting to establish *News-Week*, \$2,250,000 was spent. Vincent Astor and William A. Harriman put about \$1,000,000 into *Today*. To revitalize these two publications, they were consolidated, and will henceforth appear under the direction of The McCall Company. Revitalizing meant additional large financial priming.

Those figures mean "big business." They reveal what it now takes to launch a new national magazine. Of course, there are books on the stands that represent no such investment, but, on the whole, publications cannot hope to succeed in the way that was possible a few decades ago, namely, by getting a printer to back them and to arrange for some sort of distribution—and trust to luck. When big business enters, the picture changes. The industry is put on a business basis, with the usual attendant advertising, planning, etc.

Such standardization of magazine publishing is important to the new writer. Instead of less oppor-

tunity, as may seem at first glance, it means increased opportunity. The profit motive necessitates production at the lowest consistent cost, making even more essential an increasingly large number of new writers. Old-timers climb the word-rate ladder until they become expensive luxuries, who must be offset by new authors eager to sell their work at much lower figures.

Writers who are just beginning to make the grade will not be especially troubled by the fact that publishers use them to keep down expenses. With an eye to the top rungs of the ladder, they will be willing to sell their work at comparatively low rates. It is enough that the demand for their stories is sure to increase and remain steady. Big business has stabilized the industry to a great extent, thus assuring writers of pay for their accepted scripts, and greater certainty of publication and wide distribution.

For those who are in tune with the march of modern industry, authorship may prove a most lucrative and satisfying career. As never before, the new writer holds a dominant position in the machinery of Big Business. He is needed, and will be a commercial necessity as long as magazines are published for profit.

## "WHOLESOME YOUNG LOVE" IN THE LEAD

By AGNES M. REEVE  
Literary Critic

**T**HREE are not so many hurdles for the writer to get over this year. Editorial policies are more liberal—prosperity being with us, readers are not so touchy and editors are less fearful of cancelled subscriptions. A good story well told, whether it is humorous, wholesome, tragic, or merely diverting, should find a place—though the pleasant story of wholesome young love still leads the field.

Fiction dealing with the social problems of the day is likely to attract attention, and often when a new writer has a good story idea based upon "resettlement," or the social security legislation, a discriminating editor will suggest how the writer may develop it more effectively.

Stories with historical background are in favor, but they must be authentic pictures of "the times and the manners" of some particular period—preferably one that presents the American scene. Historical fiction requires research work and a genuine interest in and knowledge of the period depicted.

The demand for the shorter story continues—3500 to 4500 words—and for the short short, though the market for the latter is narrowing.

Poetry is much in demand, and for the magazines and church papers twelve to sixteen lines is about the outside length. Many periodicals are paying well for acceptable verse—and acceptable verse is neither trite nor sentimental.

# ||| THIS YEAR IN PULPS

... By ARTHUR J. BURKS

HERE are more pulp magazines on the stands now than there have been during any one of my sixteen years of experience with them. Competition is keener among writers and magazines than at any other time in the same period. Many people believe that there are too many magazines. I don't. The more the merrier. But each new idea has to make a place for itself. Other commodities have to be advertised. Pulps will gradually fall in line. Other commodities are publicized; pulps will gradually do the same if they are to last. Their own writers can help them most in this. And should. One simple way to start: tell your non-writing friends to write to the editor when they see stories—not necessarily yours—they like or dislike. Their letters will guide the editor in making future selections. And your talking may make a new reader or two. Every reader your magazine adds to its public makes your market that much more secure.

Your editor isn't your enemy, but your ally; you are both fed by the public.

During this year my guess is that magazines publishing reprints will gradually destroy themselves. In the United States a sucker is born every minute, but he doesn't like to have it proved to him when he buys a magazine and finds it full of stories he's already bought and paid for in the past. Ask any news-dealer what such "suckers" have to say about reprints, and whether they buy that particular magazine again. Many writers grumble against reprints; keep quiet, give them enough rope, and they'll hang themselves, the reprints, I mean, not the writers. The writers are learning, when they see their current stories competing with their old stories on the stands, that it's best to find out exactly what rights they are disposing of when they sell a story. Today's extremely useful check may cut you out of one five years from now when you're older and need it even more. Publishers are going to give a great deal of attention to this business of rights this year, not only to protect themselves against competing reprint magazines, but to guard their writers against indiscretions induced by the receipt of small checks for extraneous rights that look like "found" money, and that turn out to be an insidious manner of "selling them down the river."

Writers write for fame and money. They can increase both by using their brains aside



Arthur J. Burks, snapped as he left on a tour of the Northwest. Burks is the author of "Electra, Carry Me Home," a non-fiction book about the Northwest, to be published in May or June by Robert Speller Publishing Corporation, 545 Fifth Ave., N. Y. C. (\$2.50) Advance orders being accepted. He is reputed the most prolific writer in America, writing a million and a half words a year. His quota is five books during 1937. He is past president of the American Fiction Guild. —Courtesy Northwest Airlines.

from the production of stories; by publicizing themselves, their magazines and their stories, wherever they can. Is this immodest? Egotistical? No. If you're ashamed of your medium you shouldn't use it. If you're not, you should follow the sound business procedure of all successful merchants, and let others know about your work. It's for sale to two people; the editor and the public. The writer's work may, but should not, end when he cashes the check. It should go on to assist the publisher in selling to the public, thus assuring more checks in the future to be cashed. Writers should, and this year will, put their heads to work to find new ways of exploiting themselves and their magazines as a matter of good sound common sense. I urge writers everywhere, new and established, to get together to figure out ways to do this. I will correspond with any individual or group interested. If it is done intensively it will accomplish two things; increase the reading public of the pulps, and cement good relations between writers and publishers.

Publishers this year are going to try every way possible to increase the circulation of their

magazines. Many of them are forced to guess what the public wants. The writer can help them to find out; he should, for if he himself knows, he can better please his audience, the surest way to cash receipts for publisher and writer. If the writer plays ball—which he can do with little extra effort personally, and a lot of fun for himself—he can help the publisher to test the pulse of his public and treat it properly, with stories it likes best and buys the oftenest.

Publishers are gradually going to cooperate among themselves more for several reasons:

(1) To do away with personal feuds that injure them and their writers, caused by tactics that bring forth shouts of "double-cross!"

(2) To do away with sickening advertising that tends to drive away important advertisers who are wary of the company they keep, even though they realize that pulps *en masse* reach the largest reading public extant.

(3) To stabilize word-rates at some minimum above the present average, by which the full-time writer can make a decent living.

(4) To divide the reading public in accordance with the various kinds of magazines already in existence, instead of "following the leader" and jamming the stands with magazines that choke that particular reading stratum to death—and most of the magazines along with it. To protect one another in the bringing forth of new ideas in the shape of new magazines.

(5) To assure frank exchange of plans for new magazines, to avoid moral infringement on one another—at least up to the point where some one publisher proves too lacking in moral stature, and tries to get the jump on those who trust him.

Writers who read the above may think of a lot better reasons for publisher cooperation. Their thoughts on the subject may be valuable. They should be presented, anyhow, through some medium available to publishers, writers and the public.

The "formula" story will take a licking this year, unless editors can guess fast enough to change it ahead of the public's discovery that the stories in a given magazine are all cut from a given pattern. Here again writers can help to

feel the public pulse—though they may have to take a few rejects to do it. But a percentage of rejects is better than no sales at all, of stories the public has lost interest in.

Most writers this year, as in the past, will confine their thoughts to working hours, story ideas, submissions and checks. But they all have hours when they do not work on stories, which may profitably be used to help the publishers sell magazines carrying stories the writers have already been paid for. In their search for story ideas they often run into oddments of human interest which help to make not only good fiction stories, but items for the press as well. These items for the press, properly timed, will help the sale of the magazines in which the fiction stories appear. In submitting fiction stories writers might advise editors about the possible press items. The editors may see ways in which they could be made to serve as publicity—another name for free advertising.

Checks! Always important. One check leads to another. If a writer hits once he should be able to hit again—provided the magazine is there to be hit! He can do his little bit to make sure it is. He will also make more people conscious that he exists—which is the real reason back of why he started to write in the first place. If a writer builds up his fame, makes himself known to the public, he is worth more to his magazine. If his magazine does not agree, some other magazine will. There is room for every sincere magazine, every sincere writer. Both have to help make that room.

Wasn't it the late Arthur Brisbane who said: "If your business isn't worth advertising, advertise it for sale"?

Maybe, this year, more writers will come out from behind their typewriters long enough to use their heads on that part of their gigantic business not bordered by word-rates, checks, stories, and working schedules. If they do they'll help establish that business more firmly—and have a lot of fun for a change, besides.

## THE GREETING CARD MARKET

By DORIS WILDER

To judge by letters which come to the department editor of *The Author & Journalist*, things definitely are looking up in the Greeting Card field. Writers report better sales records for this winter quarter than for that of a year ago, and current editorial calls indicate continued market activity for spring and summer.

The established professionals (those who depend for a living on greeting-card writing), however, seem to be pretty well agreed that close cooperation with editors is now more necessary to success than ever before. Writers who cannot or will not submit regularly and persistently high-grade manuscript of types wanted by specific firms at specific times are likely to find themselves losing ground. Editors constant-

ly are seeking fresh talent, for new ideas are the life-blood of the industry, but they can afford to outline requirements and make suggestions only to those who prove their ability and willingness to respond. Editors will cultivate writers who can give them what they want; but first writers must cultivate editors who want what they can give.

In other words, lack of success in 1937 may not be due to unsalable ideas or part technique. It may rather be due to an unintelligent or careless marketing policy.

By studying the sentiments which he sells, the writer can learn his own aptitudes and the "slants" of the editors who like the style or styles in which he is at his best. If an editor sends him a check for a

Christmas novelty, he should get off to that editor within twenty-four hours, if possible, a set of Christmas novelties of equal cleverness. If he receives a request for "a few" simple friend-to-friend valentines, he should answer it promptly with some "first choices" of the exact type asked for. If a firm is in the market for Easter material, submission of Christmas numbers, no matter how clever, is likely merely to annoy the buying officer.

The writers who *do* follow up market leads as promptly and efficiently as possible and who *do* cater to editorial preferences and prejudices are the ones who are going to find themselves on the inside track.

Now for a few "trends." While real humor is more in demand than ever, the wise-crack *per se* is much less popular. Captions or ideas which tie up with pictures seem to be much wanted. Cards featuring animals, especially dogs, continue in favor. Santa

Claus, Cupid, the Easter Bunny, and the Stork must appear in original and clever ways to be acceptable. New and surprising special titles are listed increasingly: To My Sister on Mother's Day; A Christmas Greeting to an Old School Friend, etc. A "general" verse to be successful must express something worth saying. It must have "substance" (not be trite or casual), but at the same time be simple, interesting, warm and sincere. The sentiments which sell best today may not be as "smart" in tone as those of a year or two ago, but they more definitely state or imply real friendliness.

Writers who want to do a little forecasting, as editors must, should remember that most of the greetings for which they receive checks in 1937 are to be used on cards for retail sale during 1938. The trick is to guess what the public is going to like a year or more from now!

## HOW TO SELL THE BUSINESS FIELD IN 1937

By MARGARET A. BARTLETT  
Managing Editor Bartlett Service

**A**BIG YEAR for business paper writers is ahead in 1937 provided—  
—they use their legs more, and their type-writers less;  
—study their markets, and cease firing sawdust contributions;  
—think in terms of ideas, not number of words;  
—and provide illustrative matter with their articles.

The above summarizes forecasts of some dozen leading business paper editors. "A boon year for trade journal writers," Howard Stephenson, editor of *American Druggist*, calls it. "An era of opportunity," says J. A. Fletcher, associate editor of *Chain Store Age*.

However, the "old ways" aren't the success ways in 1937.

"The depression years with their smaller magazines forced editors to become more selective," relates Mr. Fletcher. "Fewer stories were used but they were the best. Many publications had to limit themselves to staff-written articles. Close contact with the office helped these writers to prepare superior articles. Magazines were smaller but the editorial content was better."

"Now magazines are growing larger; more material is needed to balance the advertising space. More reliance will be placed on correspondents. But editors will continue to be more critical than they were before the depression. The percentage of reject slips will be high in the free-lance field, with a few correspondents garnering the benefits of bulkier magazines and higher space rates."

*Who will these few correspondents be?*

Those correspondents who study each market's needs and write what these magazines want, not what they think the magazines should want; those correspondents who put themselves in the hands of a capable agency that trains them for business-paper work, then selects and edits their copy to conform with the needs of each publication; and the capable free-lance writer on call for any assignment in his locality, who has proved that he can "deliver the goods" promptly and efficiently.

Writers who fulfill the above requirements will have to gather more material, but write it up in fewer words than formerly.

"The trend is toward longer articles—in contributed material; toward shorter articles—as published in

trade journals," comments J. Noel Grady, editor of *Starchroom Laundry Journal*.

"I believe the trend is toward shorter articles. Personally, I know my trend is in that direction," states L. M. Dawson, editor, *The Cracker Baker*.

"The trend is certainly towards shorter articles," says Charles J. Heale, editor, *Hardware Age*, adding, "the shorter the better, with one or two illustrations."

Rates, with the leading business papers, never dropped during the depression. There is, however, an increasing tendency to pay according to the worth of the idea, not for number of words. When check is written, the story's the thing!

Pictures present an ever-increasing problem. Readers say, "Give us more pictures. We haven't time to plough through print." Editors pass on the plea—"Send us more illustrations."

Declares Dahl of the Ahrens Publishing Co., "If I were ever again trying to make my living in free-lance writing, I would certainly learn to be an expert photographer." Grady of *Starchroom Laundry Journal* echoes his words. So do others. Yet MacDermut of *Dry Goods Economist* has his doubts about the value of shots made by contributors. "They are usually hazy, finish dull, won't stand bringing up to larger scale. Ninety to 100 per cent of them have to be returned."

Rates for pictures vary. *American Druggist* has paid up to \$125 for pictures that were as good as those which appear in *Life*—or better. "Some pictures, though, are not worth 25 cents," adds Stephenson. For a good news picture, *Automotive Trade Journal* pays \$3, plus regular space rates. *Hardware Age* pays \$2 to \$4 depending upon location, size of city, etc. Ralph Linder, managing editor of *Progressive Grocer*, says, "If paying another dollar or two per picture would get the right ones, we would gladly pay it." There are no standard rates. Contributors should confer with editors concerning photographs before going to large expense. They'll find editors ready to do the right thing by them.

Business-paper writing in 1937 isn't "a game of sliding by." It is serious business. Quoting Fletcher, of *Chain Store Age*, again: "'Nineteen thirty-seven finds the trade-paper table laden. Feasts of increased earnings await the correspondents who use intelligently directed effort to reach the table."

# THE AUTHOR & JOURNALIST'S HANDY MARKET LIST

FOR LITERARY WORKERS • • PUBLISHED QUARTERLY

MARCH, 1937

The Handy Market List is designed to give, in brief, convenient form, the information of chief importance to writers concerning periodical markets. Constant vigilance is exercised to keep this list up to the minute. New publications, changes of address, and changes of editorial policy are closely followed in preparing for each quarterly publication. Only a few obvious abbreviations are employed; M-20 means monthly, 20 cents a copy; 2-M, twice monthly; Bi-M, bi-monthly; W-15, weekly 15c; Q, quarterly, etc. Numbers indicate preferred word limits. Acc. indicates payment on or reasonably soon after acceptance; Pub., payment on or after publication. First-class rates, around 5 cents a word; good rates, an average around 1 cent or better; fair rates, around ½ cent; low rates, under ½ cent. Editor's name is given when available. When possible the name of magazine is followed by a key-word indicating the publishing house by which magazine is issued. S. & S. indicates Street & Smith; Doubleday indicates Doubleday, Doran & Co.; Mag. Pubs. indicates Magazine Publishers, etc. The notation "Slow" after a listing is a warning that delays in payment or non-payment for material have been reported; writers submit manuscripts to such markets at a risk.

## LIST A

General periodicals, standard, literary, household, popular and non-technical, which ordinarily pay on acceptance at rates of about 1 cent a word or better.

**Acc G-Man Magazine**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories, novelettes 9000, novels 15,000, involving activities of G-Men. Rogers Terrill, ed. director; Henry T. Sperry, ed. 1c up, Acc.

**Acc High**, (Popular) 205 E. 42nd St., New York. (M-10) Fast-action old-west adventure short-stories up to 6000, novelettes 11,000, novels 18,000; Western fact articles 1000. Rogers Terrill, Ed. director; Willard Crosby, Ed. 1c up, Acc.

**Action Stories**, (Fiction House) 461 8th Ave., New York. (Bi-M-20) Fast-moving, dramatic Western short-stories, 3000-12,000; novelettes; some woman interest, occasional animal stories. Malcolm Reiss, 1c up, Acc.

**Adventure**, (Popular) 205 E. 42nd St., New York. (M) Distinctive adventure short-stories, novelettes. Howard Bloomfield, 1½c up, fillers 1c, Acc.

**Air Trails**, (S. & S.) 79 7th Ave., New York. (M-15) Modern aviation short-stories 3000-5000; novelettes 8000-10,000; novels arranged for; air articles 2000-3000. F. Orlin Tremaine, 1c, Acc.

**All Story**, (Munsey) 280 Broadway, New York. (W-15) Dramatic, emotional love short-stories, heroine's viewpoint, 4000-7000, novelettes up to 12,000; short serials 25,000-30,000. Miss Anita Fairgrieve, Good rates, Acc.

**All Western**, (Dell) 149 Madison Ave., New York. (M-10) Western short-stories 5000, novelettes 10,000-15,000, some romantic interest, occasional mysteries. Arthur Lawson; Jack Burr, associate 1½c up, Acc.

**American Magazine, The**, (Crowell) 250 Park Ave., New York. (M-25) Short-stories 3500 to 6000; serials 50,000; short shorts 1500 to 1800; mystery novelettes 20,000 to 25,000; "Vignettes" under 500. Articles usually arranged for or staff-written. Sumner N. Blossom; Albert Benjamin, fiction Ed. Good rates, Acc.

**American Mercury, The**, Ridgefield, Conn. (M-25) Reviews, comment, essays; serious and political articles, short-stories, 3000; verse. Paul Palmer. 4c up, Acc.

**Argosy**, (Munsey) 280 Broadway, New York. (W-10) Good fiction, every variety, sound characters, romantic elements, colorful background. Short-stories 1000-7000; novelettes 10,000-25,000; serials up to 50,000 (installments 10,000-12,000). Jack Byrne. Good rates, Acc.

**Asia**, 40 E. 49th St., New York. (M-35) Interpretive articles on oriental life, politics, art, culture, exploration and thought. Russia included, 1800-3800. Oriental fiction; translations. Richard J. Walsh. 2c, Acc.

**Astounding Stories**, (S. & S.) 79 7th Ave., New York. (M-20) Pseudo-scientific, fast-moving short-stories up to 6000; novelettes 12,000-20,000; woman interest permitted. F. Orlin Tremaine, 1c, Acc.

**Atlantic Monthly**, 8 Arlington St., Boston. (M-40) Essays, human-interest articles; sketches, short-stories, verse; high literary standard. Ellery Sedgwick. Good rates, Acc.

**Ballyhoo**, (Dell) 149 Madison Ave., New York. (M-15) Humorous cartoons, gags. Norman Anthony. Good rates, Acc.

**Black Mask**, (Warner) 515 Madison Ave., New York. (M-15) Realistic, convincing, natural, action fiction in crime-detective field, likable, he-man heroes; all lengths, short shorts to novelettes, up to 18,000. Fanny Ellsworth. Good rates, Acc.

**Blade & Ledger**, 500 N. Dearborn St., Chicago. (M-10) One good short-story monthly; overstocked with articles, verse. Francis J. Cummings. 2c up, Acc.

**Blue Book**, (McCall) 230 Park Ave., New York. (M-15) Western, mystery, adventure short-stories, novelettes. True-experience contests. Donald Kennicott. 2c up, Acc.

**Breezy Stories and Youngs**, 55 W. 3rd St., New York. (M-20) Love short-stories with sex interest, 4000-5000; novelettes 8000-10,000. Phil Painter. 1c, Acc.

**Canadian Home Journal**, 71 Richmond St. W., Toronto, Ont. (M-10) Short-stories up to 5000, 4 to 6-part serials; articles of interest to Canadian women, 2500. W. Dawson. Good rates, Acc.

**Chatalaine, The**, (Maclean) 481 University Ave., Toronto, Canada. (M-10) Short-stories of love, married-life problems, parental problems, mystery, adventure, 3500-5000; short serials. Articles, Canadian woman interest, up to 2000. Byrne Hope. 1c up, Acc. or Pub.

**Clues-Detective Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Rapid-action detective short-stories up to 5000; novelettes 9000-15,000, woman interest permitted. F. Orlin Tremaine. 1c up, Acc.

**College Humor**, (Thrilling) 22 W. 48th St., New York. (M-15) Humorous articles, short-stories, sketches, miscellany, cartoons. Robert A. Pines. Good rates, Acc.

**College Life**, (Thrilling) 22 W. 48th St., New York. (Q-25) Swift-moving, realistic short-stories, collegiate or other adolescent background, 3000-5000; short short-stories 1000, articles 1200; humorous verse 4 to 6 lines; jokes. N. L. Pines, 1½c up, verse 10 to 20c line, jokes 35 to 50c, Acc.

**Collier's**, (Crowell) 250 Park Ave., New York (W-5) Short-stories up to 5000; serials up to 60,000; articles on popular questions of the day 3500-5000; short short-stories. Wm. L. Chenery. First-class rates, Acc.

**Columbia**, 45 Wall St., New Haven, Conn. (M-10) Knights of Columbus publication. Articles on contemporary science, travel, sport, topics of general interest for men 2500-3000; action short-stories 5000; verse. John Donahue. 1 to 3c, Acc.

**Commentator**, The, 101 Park Ave., New York. (M) Articles based on current news, intimately connected with readers' personal concerns, 400-1800; fillers; spot stories. Lowell Thomas. Good rates, Acc.

**Complete Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Adventure, business, crime, detective, Western short-stories, novelettes 8000-15,000; novels 20,000-25,000. Hazlett Kessler. Good rates, Acc.

**Coronet**, 919 N. Michigan Ave., Chicago. (M-35) Articles of believe-it-or-not type, essays on cultural subjects, 1500-3000; short-stories 1000-3000; fact items 100-400; photos. Average \$100 per article, Acc.

**Cosmopolitan Magazine**, (Hearst) 959 8th Ave., New York. (M-25) Outstanding short-stories 500-7000; short shorts 1000-2000; novelettes 10,000-20,000; serials 50,000-60,000; book-length novels. Articles of cosmopolitan interest 2000-4000; long (hook-length) non-fiction features and serials. Occasional verse. Harry Payne Burton. First-class rates, Acc.

**Country Gentleman**, (Curtis) Independence Sq., Philadelphia. (M-10) Short-stories up to 6500; serials; agricultural articles; articles for women; humorous sketches; jokes; miscellany for boys' and girls' depts. Philip S. Rose. First-class rates, Acc.

**Cowboy Stories**, (S. & S.) 79 7th Ave., New York. (M-10) Fast-action Western short-stories, modern elements permitted. 2500-5500; novelettes 10,000-15,000; occasional humorous shorts. F. Orlin Tremaine, 1c up, Acc.

**D. A. C. News**, Detroit Athletic Club, Detroit, Mich. (M-25) Humorous short-stories, articles, up to 1500; verse, jokes, fillers, art work, cartoons; cartoon ideas. Chas. A. Hughes. First-class rates, Acc.

**Dare-Devil Aces**, (Popular) 205 E. 42d St., New York. (M-10) Thrilling Western-front air short-stories 3000-6000, novelettes 10,000-12,000. Wm. Fay, 1c up, Acc.

**Daring Detective**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-10) Illustrated dramatic fact crime stories up to 5000; must have woman interest; love crimes, triangles, etc. Leonard W. Diegre. 1c up, photos \$3, Acc. Advisable to query.

**Detective Action Stories**, (Popular) 205 E. 42d St., New York. (M-10) Plotted and motivated detective action short-stories 1200-6000, novelettes 10,000-20,000. (No deductive stories.) Ralph Perry, 1½c, Acc.

**Detective Fiction Weekly**, (Munsey) 280 Broadway, New York. (W-10) Detective, crime, mystery short-stories 1000-6000; novelettes 12,000-15,000; serials 40,000-80,000. Fact stories of murder mysteries 2000-6000; fillers 200. Wm. Kostka. 1c, Acc.

**Detective Story Magazine**, (S. & S.) 79 7th Ave., New York. (M-20) Detective short-stories 2500-5000; novelettes 25,000-45,000; true crime stories 300-2500. F. E. Blackwell; Dorothy C. Hubbard, associate. 1c up, Acc.

**Detective Tales**, (Popular) 205 E. 42d St., New York (M) Emotional short-stories against a crime background up to 4000; novelettes 9000; novels 15,000; dramatic situations, glamorous detective action. Rogers Terrill, ed. director, Henry T. Sperry, ed. 1½c up to 3000, 1c up over 3000, Acc.

**Dime Detective Magazine**, (Popular) 205 E. 42d St., New York. (M-10) Mystery and action short-stories 5000, emphasizing menace and horror; novelettes 10,000-15,000. Kenneth White, 1c up, Acc.

**Dime Mystery**, (Popular) 205 E. 42d St., New York. (M-10) Thrills, chills, mystery, in novels 17,000; novelettes 9000-12,000; short-stories up to 6000; love interest. Rogers Terrill, ed. director; Henry T. Sperry, ed. 1c up, Acc.

**Dime Sports**, (Popular) 205 E. 42d St., New York. (M-10) Sport short-stories 4000-6000; novelettes 10,000-12,000, youthful collegiate or professional players, actual games featured. Woman interest not desirable. Submit three months ahead of season. Alden H. Norton, 1c up, Acc.

**Dime Western Magazine**, (Popular) 205 42d St., New York. (M-10) Vigorous, human Western short-stories 2000-6000; novelettes 10,000; novels 18,000; girl interest, realistic characterization. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.

**Dog Savage Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Action-adventure, modern-Western short-stories up to 6000, American heroes, any locale. John L. Nonovic, 1c, Acc.

**Dynamic Detective**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-10) Illustrated dramatic fact crime stories up to 5000. Leonard W. Diegre, 1c up, Acc.

**Elks Magazine**, 50 E. 42d St., New York. (M-20) Adventure, Romance, Western, Mystery, historic short-stories; articles on up-to-date subjects, 5000. Joseph T. Fanning, Coles Phillips, mg. ed. First-class rates, Acc.

**Esquire**, 919 N. Michigan Ave., Chicago. (M-50) Sophisticated, unsentimental articles; masculine viewpoint; essays, sketches, short-stories, 1500-4000; cartoons, cartoon ideas, photos. (No women writers.) Arnold Gingrich, 3c to 10c, Acc.

**Farmer's Wife**, 61 E. 10th St., St. Paul, Minn. (M-5) Articles for farm women of general and household interest; short-stories especially for young women, short serials, verse, cartoons. F. W. Beckman, 1c up, Acc.

**Federal Agent**, (Dell) 149 Madison Ave., New York. (M-10) Realistic, emotional, action short-stories of G-men, postoffice inspectors, narcotic squad, treasury sleuths, and other government departments; 4500-6000, novelettes 9000-12,000. Arthur Lawson, 1½c, Acc.

**Feds, The**, (S. & S.) 79 7th Ave., New York. (M-10) Short-stories of all government crime-fighting organizations 2000 up, novelettes up to 10,000. Fast action. Hero must be government agent. John L. Nonovic, 1c, Acc.

**Fight Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) Ring-action short-stories, novelettes. Malcolm Reiss, 1c up, Acc. (Overstocked.)

**Film Fun**, (Dell) 149 Madison Ave., New York. (M-20) Jokes, quips, epigrams. Lester Grady, \$1.50 to \$2, Acc.

**Five Novels**, (Dell) 149 Madison Ave., New York. (M-20) Western, adventure, sport, mystery, romantic novels 18,000-20,000, love interest. F. A. McChesney, 1½c, Acc.

**Foreign Service**, Broadway at 34th St., Kansas City, Mo. (M) War short-stories up to 3000, short-stories of interest to A. E. F. veterans. Illustrations. Barney Yanofsky, 2c up, Acc.

**Four Star Love**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous short-stories, novelettes, of young love 3000-10,000. Jane Littell, 1 to 2c, Acc.

**Front Page Detective**, (Dell) 149 Madison Ave., New York. (M-25) True stories of detective investigations, preferably under official by-lines; also exposes and first-person stories by criminals. West F. Peterson, 1½c to 2c, photos \$2.50, Acc.

**Globe**, 1033 Lincoln Ave., St. Paul, Minn. (M-25) World travel and romance. Short-stories with tropical local backgrounds up to 2000; serials up to 10,000; feature articles, reports on places and people in various parts of world; photos. Translations. J. W. G. Dunn, Jr. 1c, Acc.

**G-Men**, (Thrilling) 22 W. 48th St., New York. (M-10) Glamorous short-stories around activities of Federal Bureau of Investigation 1000-8000; novelettes 7000-10,000. Leo Margulies, 1c up, Acc.

**Good Housekeeping**, (Hearst) 57th St. and 8th Ave., New York. (M-25) Women's interests. Young love short-stories up to 5000, serials. Overstocked on articles and verse. W. F. Bigelow, 5c up, Acc.

**Harper's Bazaar**, 572 Madison Ave., New York. (M-50) Light, humorous articles on social phases; love, domestic topics; short-stories; verse. George Davis, Good rates, Acc.

**Harper's Magazine**, 49 E. 33d St., New York. (M-40) Human-interest articles; essays; short-stories 4000 to 7000; serials up to 60,000; verse; high literary standards. Lee F. Hartman, First-class rates, Acc.

**High Heels**, (Ultim Pubs.) 381 4th Ave., New York. (M-15) Sexy, romantic young-love short-stories 1000-3000. M. R. Reese, 1½c up, Acc.

**Holland's, The Magazine of the South**, Main and 2d Sts., Dallas, Tex. (M-10) Articles of interest to Southern women 1000-1500, romantic, action, character short-stories 4000 to 6000; serials 60,000-70,000; verse. F. P. Holland, 1½c up, photos \$2 up, Acc.

**Horoscope**, (Dell) 149 Madison Ave., New York. (M-10) Articles on astrology; some fiction based on astrology; special features of interest to laymen and students. True experiences with astrological interpretation, 2c, Acc.

**Horror Stories**, (Popular Pubs.) 205 E. 42d St., New York. (Bi-M-15) Mystery, terror short-stories up to 6000; novelettes 10,000-15,000. Rogers Terrill, ed. director; Henry Sperry, ed. 1c up, Acc.

**Household Magazine**, 8th and Jackson Sts., Topeka, Kan. (M-20) Household and general articles, short-stories about 1000, also 2500 to 5000; serials 20,000 to 50,000; verse. Nelson Armstrong, 2c up, verse 50c line, Acc.

**Inside Detective**, (Dell) 149 Madison Ave., New York. (M-20) True stories of crime investigation under official by-line, 1000-6000; preferably with woman interest. West F. Peterson, 1½c to 2c, photos \$2.50, Acc.

**Knockout**, (Popular) 205 E. 42nd St., New York. (Bi-M-10) Short-stories of the prize ring 2000-6000, novelettes 8000-10,000. William Fay, 1c up, Acc.

**Ladies' Home Journal** (Curtis) Independence Sq., Philadelphia. (M-10) Articles 3000 to 5000; short-stories 5000 to 7000, serials, short lyric verse. Bruce Gould, Beatrice Blackmar Gould. First-class rates, Acc.

**Lariat Story Magazine**, (Fiction House) 461 8th Ave., New York. (M-20) Fast moving, colorful stories, ranch-and-range locale, 10,000; some woman interest. Malcolm Reiss, 1c up, Acc.

**Liberty**, (Macfadden) Chanin Bldg., New York. (W-5) Romantic, adventure, humorous short-stories, youthful appeal, 1000 to 5000; serials about 42,000; timely human-interest articles. Fulton Oursler. First-class rates, Acc.

**Life**, 135 E. 42d St., New York. (M) Human-interest news photos, \$5 up, Acc.

**Look**, Des Moines, Ia. (M-10) Photos of intense human interest and action. Vernon Pope, Good rates, Acc.

**Love Fiction Monthly**, (Periodical House) 67 W. 44th St., New York. (M-10) Glamorous, romantic love short-stories 3000 to 6000; novelettes 10,000 to 15,000; romantic verse. Mrs. Rose Wyn, 1c, verse 25c line, Acc.

**Love Eagle, The**, (Thrilling) 22 W. 48th St., New York. (Bi-M-10) Thrilling war-air and modern air short-stories 1000-6000. Leo Margulies, ed. director, 1c up, Acc.

**Love and Romance**, (Macfadden) Chanin Bldg., New York. (M-15) True, first-person short-stories 1500-7500; serials 15,000-35,000. Henry Lieferman, 2c to 4c, Acc.

**Love Book Magazine**, (Popular) 205 E. 42nd St., New York. (M-10) Glamorous young love short-stories, novelettes, 3000-12,000; little verse. Jane Littell, 1 to 2c, Acc.

**Love Romances**, (Fiction House) 461 8th Ave., New York. (Q-20) Romantic short-stories, novelettes. Malcolm Reiss, 1c up, Acc. (Overstocked.)

**Love Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-15) Modern love short-stories 3500-5000; novelettes 6500; 2 to 4-part serials, installments 5000-7000; verse up to 16 lines. Daisy Bacon; Esther J. Ford. Good rates, Acc.

**Maclean's** (Maclean) 481 University Ave., Toronto, Canada (2M-5) Short-stories, Canadian interest—love, romance, sea, mystery, adventure, outdoor, up to 5000; serials 30,000-65,000. Articles of Canadian interest. H. Napier Moore, 1c up, Acc.

**Mademoiselle**, (S. & S.) 1 E. 57th St., New York. (M-25) Youthful, smart, romantic, witty short-stories, articles 1000-3500; light, brisk personality sketches; cartoons; cartoon ideas. Desmond Hall, 2c, Acc.

**Master Detective**, (Macfadden) Chanin Bldg., New York. (M-15) True crime stories 4000-7000. John Shuttleworth, 2c, photos \$1 to \$5, Acc.

**McCall's** (McCall) 230 Park Ave., New York. (M-10) General and household interests; short-stories 5000-7500, serials 50,000; articles 2500. Otis L. Wiese. First-class rates, Acc.

**Modern Romances**, (Dell) 149 Madison Ave., New York. (M-10) First-person, real life short-stories up to 7500; longer stories up to 13,000; 3 and 4 part serials; short lengths 1200. Helen J. Day, 2c, Acc.

**National Geographic Magazine**, 1156 16th St., N. W., Washington, D. C. (M-50) Official journal National Geographic Society. Authoritative human-interest articles on geographic subjects with photographs; also photographs separately. Send for brochure explaining pictorial requirements. Gilbert Grosvenor, First-class rates, Acc.

**New Republic**, The, 40 E. 49th St., New York. (W-15) Articles on current social, political, economic questions 1500 to 2500; sketches of character background 1000; short-stories 1500; exceptional verse. Bruce Bliven, 2c, Acc.

**New Yorker**, The, 25 W. 43d St., New York. (W-15) Short-stories and humor 400 to 2000; factual and biographical material up to 2500; verse. Good rates, Acc.

**North West Stories**, (Fiction House) 461 8th Ave., New York. (Q-20) North-west, trading, trapping, logging, etc. short-stories, novelettes. Malcolm Reiss, 1c up, Acc. (Overstocked.)

**Official Detective**, 731 Plymouth Court, Chicago. (2M) True detective crime-detection stories under official by-line 5000-7000; photos. Harry Keller, 2c, Acc.

**Operator No. 5**, (Popular) 205 E. 42d St., New York. (M-20) Secret service short-stories up to 5000; lone-handed struggle against large foreign espionage odds. Rogers Terrill, ed. director; Linton Davies, associate ed. 1c, Acc.

**Parents' Magazine**, The, 9 E. 40th St., New York. (M-25) Articles on family relationships, child care, etc. 2500-3000. Clara Savage Littledale, 1 to 1½c, Acc.; jokes, pointers for parents, recipes, childhood and teen-age problems, \$1 each. Pub.

**Pennac**, The, Rittenhouse Square, Philadelphia. (M-25) Sport articles, storyettes, humor 1000 to 1500. M. A. Kelly, 1½c, photos \$1 up, Acc. (Overstocked.)

**Phantom Detective**, The, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-action detective, crime short-stories 1000-6000. Leo Margulies, Ed. Director, 1c up, Acc.

**Pictorial Review Combined with Delineator**, (Hearst) 57th St. at 8th Ave., New York. (M-10) Articles of interest to women 2500-3500; short-stories, serials 60,000; book-length novels; occasional verse. Herbert R. Mayes. First-class rates, Acc.

**Pocket Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Detective, mystery, detective-action stories up to 20,000; emphasis on interesting characters, strong motivation, good writing; stories colorful but not lurid. Robert Arthur, 1 to 3c, Acc.

**Popular**, The, (S. & S.) 79 7th Ave., New York. (M-25) Short-stories, stressing characterization, preferably (but not necessarily) hard, up to 6000; verse. Artemus L. Holmes, 2c, Acc.

**Popular Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Detective short-stories, 1000-6000; novelettes 7000-10,000. Leo Margulies, 1c up, Acc.

**Popular Love**, (Thrilling) 22 W. 48th St., New York. (M-10) Smart, sophisticated love short-stories, from girl angle, 1000-6000, novelettes 8000-10,000. Leo Margulies, 1c up, Acc.

**Popular Sports**, (Thrilling) 22 W. 48th St., New York. (M-10) Sport short-stories 1000-6000, novelettes 7000-8000; one short novel each issue, 15,000. Mature angle, slight woman interest allowed. Leo Margulies, 1c up, Acc.

**Popular Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Western short-stories 1000-7000; novelettes 8000-10,000. Leo Margulies, 1c up, Acc.

**Railroad Stories**, (Munsey) 280 Broadway, New York. (M-15) Short-stories, novelettes, first-person true tales, railroad background, including electric lines and trolley cars, 1500-15,000. Railroad poetry, masculine appeal, no wrecks. Query on fact articles. Freeman H. Hubbard. 1½c up, verse 25c line, Acc.

**Ranch Romances**, (Warner) 515 Madison Ave., New York. (Bi-W-15) Western love short-stories 4000-6000; novelettes 10,000-12,000; novels 25,000-30,000; serials under 60,000; fillers up to 500; verse. Fanny Ellsworth. 1c, Acc.

**Rangeland Love Stories**, (Popular) 205 E. 42d St., New York. (M-10) Emotional love short-stories, old West, woman's viewpoint 5000; novelettes 9000; novels 15,000, articles 1000. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.

**Real America**, 16 Kable Sq., Mt. Morris, Ill. (M-25) Dynamic articles on politics, economics, with news value, playing up personalities, up to 2000, with photos. A. L. Kirby. 1c, Acc.

**Real Detective**, 444 Madison Ave., New York. (M-25) True illustrated crime stories; 5000-6000; authenticated exposes. Arthur Mefford. 1½c, photos \$2 to \$3, Acc.

**Redbook**, (McCall) 230 Park Ave., New York. (M-25) Short-stories, serials, complete novels, novelettes, feature articles, short humor. Edwin Balmer. First-class rates, Acc.

**Redscale Western**, (Periodical House) 67 W. 44th St., New York. (M) Western short-stories, novelettes. Rose Wyn. 1c, Acc.

**Romance Magazine**, (Popular) 205 E. 42d St., New York. (M) Glamorous love short-stories 3000-10,000. Jane Littell. 1c up, Acc.

**Romance Round-Up**, (Periodical House) 67 W. 44th St., New York. (Bi-M) Western love short-stories, novelettes, complete novels. Rose Wyn. 1c up, Acc.

**Romantic Range**, (S. & S.) 79 7th Ave., New York. (M-10) Western love short-stories 4000-5000, novelettes 10,000-15,000. F. Orlin Tremaine. 1c, Acc.

**Romantic Stories**, (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First person, confession short-stories, strong romantic sex angles 4000-5000, serials up to 15,000, articles 2000-3000; short shorts 1000-1500. Miss Mary Lou Butler. 1½ to 3c, Acc.

**Rotarian**, The, 35 E. Wacker Drive, Chicago. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1500-2000. Little fiction used. Leland D. Case. First-class rates, Acc.

**Rural Progress**, 22 W. Monroe St., Chicago. (M-10) Illustrated feature articles of Mid-West interest; short-stories with wide appeal 1200-1800; jokes, art work, cartoons, cartoon ideas, photos. L. K. Childers. 3c up, jokes \$3 to \$6, Acc.

**Saturday Evening Post**, The (Curtis) Independence Sq., Philadelphia. (W-5) Articles on timely topics 3000-5000; short-stories 5000-9000; serials up to 90,000; humorous verse; skits, cartoons. Wesly Winans Stout. First-class rates, Acc.

**Scribner's Magazine**, 3 E. 48th St., New York. (M-25) Stories and articles about the American scene—social, moral, political. Short-stories 2000-4000, articles 3500. Harlan Logan. Good rates, Acc.

**Secret Agent 'X'**, (Periodical House) 67 W. 44th St., New York. (M-10) Detective and G-men short-stories 3000 to 6000; novelettes 10,000 to 15,000, sinister note, menace and horror. Detective articles. Rose Wyn. 1c, Acc.

**Secrets**, (Periodical House) 67 W. 44th St., New York. (M) Dramatic, first-person stories from real life, sincere and emotional shorts 3000-6000, novelettes 9000-12,000. Rose Wyn. Over 1c, Acc.

**Shadow Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Action detective short-stories 1500 to 6000, detective or police heroes. John L. Nanovic. 1c, Acc.

**Silk Stocking Stories**, (Ultim Pubs.) 381 4th Ave., New York. (M-15) Sexy, romantic young-love short-stories 1000-3000; girls' or boys' viewpoint. M. R. Reese. 2c, verse 25c line, Acc.

**SKIPPER, The**, (S. & S.) 79 7th Ave., New York. (M-10) Fast, tough mystery-adventure short-stories, novelettes, 2000-8000; any locale, American heroes preferred. John L. Nanovic. 1c, Acc.

**Sky Fighters**, (Thrilling) 22 W. 48th St., New York. (M-10) Thrilling air-war short-stories 1000-6000, novels 15,000. Leo Margulies, ed. director. 1c up, Acc.

**Smart Love Stories**, (S. & S.) 79 7th Ave., New York. (M-15) Love short-stories 4000-6500; serials 20,000-30,000. Daisy Bacon, Esther J. Ford. Good rates, Acc.

**Spider, The**, (Popular) 205 E. 42d St., New York. (M-10) Short-stories up to 5000 of philanthropic, volunteer crime fighters. Novel arranged for. Rogers Terrill, ed. director; Linton Davies, associate. 1c up, Acc.

**Sport**, (S. & S.) 79 7th Ave., New York. (M-10) Short, intimate articles on noted athletes; must be authoritative. Charles Payne. Good rates, Acc.

**Sports Novels**, (Popular) 205 E. 42d St., New York. (M) Sports novelettes 10,000; short-stories 5000-6000; fact articles 3000. Wm. Fay. 1c up, Acc.

**Sport Story Magazine**, (S. & S.) 79 7th Ave., New York. (2M-10) Competitive sport short-stories up to 5000; novelettes 10,000 (query on serials, articles). Ronald Oliphant. Good rates, Acc.

**Starling Detective Adventures**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M-15) True detective stories, solved cases, 1000-5000; serials 2 to 3 parts, 4000-5000 each installment; photos essential. Convict, police cartoons. Leonard W. Diegre. 1½c up, photos \$3 up, cartoons \$5, Acc. (Advisable to query.)

**Star Western Magazine**, (Popular) 205 E. 42d St., New York. (M-15) Dramatic, emotional, colorful short-stories of the old west, girl interest, up to 6000; novelettes 10,000-15,000. Rogers Terrill, ed. director; Mike Tilden, ed. 1c up, Acc.

**Sweetheart Stories**, (Dell) 149 Madison Ave., New York. (M-10) Clean, young love short-stories, swiftly moving, with ardent love interest, strong love conflict, 1500-5000; complete short novels 25,000-30,000, novelettes 10,000-20,000; serials 40,000-50,000. Helen MacVie. 1 to 1½c, Acc.

**10 Story Western**, (Popular) 205 E. 42d St., New York. (M-10) Romantic human-interest Westerns short-stories up to 5000; novelettes 9000; novels 15,000. Rogers Terrill, ed. director; Willard Crosby, ed. 1c up, Acc.

**Ten-Story Love Magazine**, (Periodical House) 67 W. 44th St., New York. (M) Dramatic love short-stories 2000-6000; novelettes 8000-10,000; some young marriage love stories. Rose Wyn. 1c up, Acc.

**Terror Tales**, (Popular) 205 E. 42d St., New York. (Bi-M-15) Mystery-terror short-stories with eerie overtones, love interest, 5000; novelettes 10,000; novels 17,000. Rogers Terrill, ed. director; Henry T. Sperry, ed. 1c up, Acc.

**Texas Rangers**, (Thrilling) 22 W. 48th St., New York. (M-10) Fast-moving, action-packed short-stories, Western law man's viewpoint, 1000-6000. Leo Margulies. 1c up, Acc.

**This Week**, (United Newspaper Mag. Corp.) 420 Lexington Ave., New York. (W) Adventure; romantic, mystery short-stories 1500 to 5000; short articles on popular science, adventure, sports, glamorous personalities, and subjects that make for a better America, 1000 to 1800 with photos; fillers 200-1000, cartoons. Mrs. William Brown Meloney. First-class rates, Acc.

**Thrilling Adventures**, (Thrilling) 22 W. 48th St., New York. (M-10) Action short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Foreign locales; American heroes; slight woman interest. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Detective**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-detective short-stories 1000-6000; novelettes 7000-10,000; novels 15,000-20,000. Leo Margulies. 1c up, Acc.

**Thrilling Love Magazine**, (Thrilling) 22 W. 48th St., New York. (M-10) Love short-stories 1000-6000; novelettes 8000-10,000; novels 15,000, girl's viewpoint. Leo Margulies, Ed. Director. 1c up, Acc.

**Thrilling Mystery**, (Thrilling) 22 W. 48th St., New York. (M-10) Horror-terror stories, detective-mystery angle, woman interest, 1000-10,000. Leo Margulies. 1c up, Acc.

**Thrilling Ranch Stories**, (Thrilling) 22 W. 48th St., New York. (M-15) Romantic action Western short-stories, novelettes 1000-10,000, novels 15,000-20,000. Leo Margulies. 1c up, Acc.

**Thrilling Sports**, (Thrilling) 22 W. 48th St., New York. (M-10) Sport short-stories 1000-6000, novelettes 7500-10,000; mature angle, woman interest allowed. Leo Margulies. 1c up, Acc.

**Thrilling Western**, (Thrilling) 22 W. 48th St., New York. (M-10) Action-packed thrilling Western short-stories 1000-6000; novelettes 8000-10,000; novels 15,000-20,000. Slight girl interest permissible. Leo Margulies. 1c up, Acc.

**Thrilling Wonder**, (Thrilling) 22 W. 48th St., New York. (M-10) Pseudo-scientific adventure stories up to 10,000. Leo Margulies. 1c up, Acc.

**Top-Notch Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Outdoor adventure short-stories 3000-5500; novels and novelettes 9000-15,000; occasional fantastic adventure stories. Short-stories 750-2000. F. Orlin Tremaine. Good rates, Acc.

**True Adventure Tales**, (Fawcett) 22 W. Putnam, Greenwich, Conn. (M) Dramatic true adventure stories. 1c up, Acc.

**True Confessions**, (Fawcett) Fawcett Bldg., Greenwich, Conn. (M-10) First-person, confession short-stories 4500-6000, based on sex problems; serials up to 15,000; articles covering social problems, love, marriage, divorce. Miss Beatrice Lubitz. 1½ to 3c, Acc.

**True Detective Mysteries**, (Macfadden) Chanin Bldg., New York. (M-25) True detective, crime stories with actual photos, under official by-line, 4000-7000; serials, installments of 6000-7000. Send for detailed instructions and case cards. John Shutelworth. Basic rate 2c, photos \$2 to \$5, Acc.

**True Experiences**, (Macfadden) Chanin Bldg., New York. (M-10) True first-person short-stories, serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

**True Romances**, (Macfadden) Chanin Bldg., New York. (M-20) True first-person short-stories 1000-8000; true-story serials 15,000-35,000. Henry Lieferant. 2c up, Acc.

**True Story Magazine**, (Macfadden) Chanin Bldg., New York. (M-15) True first-person short-stories; serials 25,000-40,000. William Jourdan Rapp. 2c, Acc.

**Vogue, Incorporating Vanity Fair**, (Nast) 420 Lexington Ave., New York. (2M-35) Articles on unusual travel, social activities, fashionable women's interests; essays on fads, foibles, interests of the day, 1500-2000; travel photos. Edna W. Chase. Good rates, Acc.

**War Birds**, (Dell) 149 Madison Ave., New York. (M-10) Realistic short-stories of navy and army flying, either World War or today, 5000; novelettes 10,000. Slight romantic interest. Arthur Lawson. 1c up, Acc.

**Western Romances**, (Dell) 149 Madison Ave., New York. (M-10) Romantic Western short-stories 4500-6000; novelettes 10,000-12,000. Arthur Lawson; Jack Burr, associate. 1½c, Acc.

**Western Story Magazine**, (S. & S.) 79 7th Ave., New York. (W-10) Western short-stories up to 5000; complete novels 25,000; serials up to 80,000, 12,000-word installments. F. E. Blackwell; Dorothy Hubbard, associate. Good rates, Acc.

**Whisperer, The**, (S. & S.) 79 7th Ave., New York. (M-10) Detective short-stories, novelettes, 2000-8000. Fast action, police or private officer heroes; tough in action, some woman interest. John L. Nanovic. 1c, Acc.

**Wild West Weekly**, (S. & S.) 79 7th Ave., New York. (W-10) Typical "Wild West" short-stories 3000-6000, novelettes 12,000-15,000. Ronald Oliphant. Good rates, Acc.

**Wings**, (Fiction House) 461 8th Ave., New York. (Q) Air Fiction. Malcolm Reiss. 1c up, Acc. (Overstocked.)

**Woman's Home Companion**, (Crowell) 250 Park Ave., New York. (M-10) Woman's and household interests. Articles, short-stories 2500-6000, serials up to 70,000. Gertrude B. Lane. First-class rates, Acc.

**Woman's World**, 461 8th Ave., New York. (M-10) Articles on women's interests, 1000-2000; short-stories 1500-4000, serials 25,000-30,000; short verse. R. M. Wallace. Good rates, Acc. (Overstocked.)

**Young Love**, (Dell) 149 Madison Ave., New York. (M-10) Clean, young love novels 25,000-30,000; novelettes 10,000-20,000; swift moving, with ardent love interest, strong love conflict. Helen MacVie. 1 to 1½c, Acc.

## LIST B

General periodicals which (a) pay on publication, or (b) pay less than 1 cent a word, or (c) are chronically overstocked, or (d) offer a very limited market, or (e) concerning which our information is indefinite.

**Ace Sports**, (Magazine Pubs.) 67 W. 44th St., New York. (M) Boxing, wrestling, baseball, basketball, hockey, college and professional, short-stories, novelettes, up to 10,000. Woman interest. No first-person. A. A. Wyn. 1c up, Acc. or shortly after.

**Adventure Novels**, (Chesterfield) 100 Hudson St., New York. (Bi-M-15) Western, adventure, detective short-stories, novelettes, up to 30,000. Cliff Campbell. ½c to ¼c, Acc.

**All America Sports Magazine**, Madison Sq. Garden Arcade, New York. (M-15) Not in the market. Nat Fleischer.

**All Star Adventure Magazine**, (Western Fiction Pub. Co.) RKO Bldg., New York. (Bi-M-15) Fast-action adventure stories up to 10,000. Rates by arrangement, Acc.

**Amazing Stories**, (Teck) 461 8th Ave., New York. (Bi-M-25) Short-stories based on correct science 5000-20,000; novelettes 20,000-50,000. T. O'Conor Sloane, Ph.D. ½c, Pub.

**America**, 329 W. 108th St., New York. (W-10) Articles on topics of current interest affecting Catholics, factual, reasoned, constructive, 2000; short modern verse. Francis Talbot, S.J. 1c, Pub.

**American Astrology Magazine**, 1472 Broadway, New York. (M-25) Astrological articles, essays, short-stories 3000; novelettes, serials, verse, news items. Paul G. Clancy. 1c, Pub.

**American Cookery**, 221 Columbus Ave., Boston 17. (M-15) Short articles on domestic science 2000-3000; essays 1000-2500; short-stories 1000-3000. 1c up, Acc.

**American Detective Cases**, (Artvision Pub. Co.) 551 5th Ave., New York. (M-25) Fact stories on current crimes 5000-8000; pictures, official by-lines. Rose Bolen. 1½c, \$3 per picture, Pub.

**American Hebrew and Jewish Tribune**, 48 W. 48th St., New York. (W-15) Articles on outstanding Jewish personalities, short-stories of American Jewish life, novelettes. Louis Rittenberg. ½c up, photos \$1 up, Pub.

**American Press**, The, 225 W. 39th St., New York. (M) Success stories of newspapermen, problems and solutions in newspaper production; dramatic reportorial experiences. Percy B. Scott. Indefinite rates, Pub.

**American Review**, The, 231 W. 58th St., New York. (M-40) Reviews, articles, comment. No poetry or fiction. Prefers query. Seward Collins. 1c, Pub. (Slow reports.)

**American Scholar**, The, (Phi Beta Kappa) 145 W. 55th St., New York. (Q-50) Scholarly, non-technical articles and essays on literature, art, science, economics, politics, education, etc., about 3000; brief accounts of scholarly, scientific projects; appropriate long and short poems; no fiction or fillers. Wm. Allison Shimer. \$3 to \$4 printed page, shortly after Acc.

**American Spectator**, The, 132 W. 31st St., New York. (Bi-M-15) Feature articles and satire, dealing with current events, politics, literature, science, exposes, up to 2000; short-stories. Mex Lehman. 1c, Pub.

**Arcadian Life**, Caddo Gap, Ark. (M-15) Short folklore material, especially pertaining to Ozark region. Short pastoral poems. O. E. Rayburn. ½c up, Pub.

**Atlantica**, 33 W. 70th St., New York. (M-15) Articles of interest to Americans of Italian origin, up to 2000; short-stories. Dr. F. Cassola. Payment occasionally at ½c, Pub.

**Bandwagon**, "The Magazine of the Southwest," Ramsey Tower Bldg., Oklahoma City, Okla. (M-15) Sophisticated sketches, satires, short short-stories 1000-1500; essays 500-1000; short verse; news fillers; cartoons, art work; cartoon ideas. Martin Hefflin. ½c up, 10 days after Pub.

**Beaver**, The, Hudson's Bay House, Winnipeg, Canada. (Q-25) Articles on travel, exploration, trade, in the Canadian North, up to 2500. Douglas MacKay. 1½c, Pub.

**Bedtime Stories**, (Detinuer) Wilmington, Del. (M-25) Spicy, snappy short-stories 2500-3500; verse, jokes, cartoons. Gloria Grey. ½c, Pub.

**Best Detective Magazine**, (S. & S.) 79 7th Ave., New York. (M-10) Not in the market. F. E. Blackwell.

**Best Love Magazine**, (Western Fic. Pub. Co.) RKO Bldg., New York. Love short-stories. Martin Goodman. Rates by arrangement.

**Best Sports Magazine**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000. S. Charles Goodman. Rates by arrangement.

**Best Western Magazine**, (Western Fic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Western action short-stories, novels. Martin Goodman. Rates by arrangement, Pub.

**Big Book Western**, (Popular) 205 E. 42d St., New York. (Bi-M-15) A few short-stories 5000; Western novelettes 10,000-20,000, novels 20,000-45,000; Western fact articles 1000. Rogers Terrill, ed. director; Willard Crosby, ed. ½c, Acc.

**Black Book Detective Magazine**, (Ranger) 220 W. 42d St., New York. (M-10) Mystery, detective short-stories 2000-8000; novelettes 10,000-15,000; novels 20,000-25,000. Alice Phillips, Mng. Ed. Rates by arrangement, Pub.

**B'nai B'rith Magazine**, 7 Electric Bldg., Cincinnati, O. (M-15) Short-stories of Jewish interest 1500; articles and essays 1000-3000. Edward E. Grusd. 1c, Pub.

**Canadian Countryman**, 198 Richmond St. W., Toronto, Canada. (M) Love, adventure short-stories up to 5000. Daniel McKee. ½c, Pub.

**Canadian Geographical Journal**, Brock Bldg., 172 Wellington St., Ottawa, Canada. (M-35) Illustrated geographical articles 1500-2500. Gordon M. Dally. ½c up, Pub.

**Canadian Magazine**, 347 Adelaide St. W., Toronto, Canada. (M-10) Articles on Canadian topics up to 3000, short-stories up to 5000. Joseph Lister Rutledge. Up to 1c, Pub.

**Christian Century**, The, 440 S. Dearborn St., Chicago, (W-15) Articles on economic and social topics. Indefinite rates.

**Christian Science Monitor**, 1 Norway St., Boston. (D) Articles, essays, for editorial, forum, and department pages, up to 1200; poems; juvenile serials, not over 12 installments 1200 each. Average, \$7 column, Acc.

**Collegiate Digest**, P. O. Box 472, Madison, Wis. (W-5) Articles on college subjects 500; photos. Frederick J. Noer. Varying rates, photos \$3, Acc.

**Common Sense**, 315 4th Ave., New York. (M-25) Factual, economic, political articles with social implications up to 2000; news items, cartoons. A. M. Bingham. No payment.

**Commonweal**, The, 386 4th Ave., New York. (W) Catholic review. Articles up to 3000; verse. Michael Williams. About 1c, verse 30c line, Pub.

**Complete Northwest Novel**, (Northwest) 100 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest. Mounted, logging, mining, 2500-6000; novelettes 10,000-12,000, novels 50,000-75,000. Michael Ivan. ½c to ¼c, Acc.

**Completes Western Book**, (Newsstand Pubs.) RKO Bldg., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000. Martin Goodman. Rates by arrangement, Acc.

**Crutch and Cane Magazine**, The, Arfred Street P. O., Box 96, Detroit, Mich. (Bi-M-25) Articles concerning the physically handicapped up to 2000; editorials 200, fillers 150, photos, cartoons. Harry E. Smithson. ½c, Pub.

**Current Digest**, 152 W. 42nd St., New York. (M) Reprint, also original non-fiction articles 1500-2000. Mary Theresa Gronich. ½c to 1c, Acc.

**Current History**, 63 Park Row, New York. (M-25) Articles on current political, industrial, economic, sociological trends, national and international, 2500-3000. Photos, cartoons. M. E. Tracy. 2c, Pub.

**Dan Dunn**, (CJH Pub. Co.) 49 W. 45th St., New York. (M) Novels, contract-written; buys detective short-stories 3000-5000. Harold Hersey. Rates by arrangement, Pub.

**Dance**, 49 W. 45th St., New York. (M-25) Articles on dance methods, etc., for professionals, up to 1500. Preifers query. Paul R. Milton. 1c, Pub.

**Detective and Murder Mysteries**, (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories 3000-5000; novelettes 10,000-12,000, novels 20,000; no sex. M. T. Pattie. ½c up, Pub.

**Detective Comic Magazine**, (Nicholson Pub. Co.) 373 4th Ave., New York. (M) Detective cartoons, comic strips. Malcolm Wheeler-Nicholson. Rates not at hand.

**Double Action Western**, (Winford) 165 Franklin St., New York. (M-15) Fast-action Western short-stories, novelettes, strong emotional appeal, 1000-15,000; novels 40,000-70,000. Cliff Campbell. ½c to ¼c, Acc.

**Economic Forum**, 51 Pine St., New York. (Q-50) Articles on economic, political, sociological problems; photos of economic conditions. Joseph Mead. Indefinite rates, Pub.

**Eve**, 80 8th Ave., New York. (M-15) Articles, short-stories of interest to Jewish women 2500; novels 50,000. C. Bella Marakoff. 1c, Pub.

**Eve-Opener**, (Bob Edwards) 402 Corn Exchange Bldg., Minneapolis. (M-25) Humor up to 250; jokes, jingles, cartoon ideas. Phil Rolfsen. \$1 to \$3, Pub.

**Facts of Life**, The, 99 Hudson St., New York. (M-25) Brief articles on personal hygiene, sex. F. L. Wood, M. D. Indefinite rates.

**Family Herald and Weekly Star**, St. James St., Montreal, Quebec, Canada. (W-5) Short-stories. C. Gordonsmith. \$4 column, Pub.

**Flash Gordon**, (CJH Pub. Co.) 49 W. 45th St., New York. (M) Novels, contract-written; buys pseudo-scientific, futuristic short-stories 3000-5000, and fillers. Harold Hersey. Rates by arrangement, Pub.

**Flying Aces**, (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Meaty fact articles, dramatically told, principally of modern aviation, 1500-3000; occasional modern air short-stories 4000-6000; modern and war photos; aviation jokes, cartoons, short humorous verse. A. A. Wyn. 1c, photos \$1 up, shortly before Pub.

**Fortune**, 135 E. 42d St., New York. (M-1) Articles with industrial tie-up, 90% staff-written. Original MSS. or source material purchased. 5c up, Pub.

**Forum**, 570 Lexington Ave., New York. (M-35) Controversial and human-interest articles, essays, short-stories, verse. Henry Goddard Leach. Good rates, Pub.

**French Night Life Stories**, (H. M. Pub. Co.) Dover, Del. (M-25) Spicy short-stories. Rates not at hand.

**Gay Book**, 201 N. Broad St., Philadelphia. (M-25) Humorous, sophisticated short-stories 1500-2500; sex slant; verse 4-24 lines; jokes, skits, cartoon ideas, cartoons, art work. Wm. H. Kofoed. ½c to 1c, Acc.

**Gay Broadway**, (D. M. Pub. Co.) Dover, Del. (Q-25) Spicy short-stories with Broadway backgrounds. ½c, Pub.

**Gay Parisienne**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale 3000-3500, 3-part novelettes 10,000. ½c, Pub.

**G-8 and His Battle Aces**, (Popular) 205 E. 42d S., New York. (M-10) Closed market. Wm. Fay.

**Gentlewoman**, 154 W. 14th St., New York. (M-15) Love and action short-stories, small-town home-woman appeal. 1500-5000. Marion White. ½c, Pub.

**Golden West**, (Magazine Pubs.) 67 W. 44th St., New York. (Bi-M) Romantic Western short-stories, novelettes, novels. A. A. Wya. 1c up, Acc. or shortly after.

**Greater Western Magazine**, (Hoffman) 220 W. 42d St., New York. (M) Dramatic Western short-stories 2000 to 8000. Lincoln Hoffman. Rates by arrangement.

**Grit**, Williamsport, Pa. (W-5) Clean short-stories, adventure, mystery, love, Western, etc., 1000-5000; serials. Odd, strange pictures, brief text; household articles; short illustrated articles for women's and children's pages. Howard R. Davis. \$3.50 to \$6 per short-story, articles \$2 to \$3, photos \$2, Acc.

**Independent Woman**, 1819 Broadway, New York. (M-15) Articles expressing woman's viewpoint on social and economic problems, 1200-2000; controversial articles on business and professional women's problems, stories of achievement; verse 2 to 5 stanzas. Winifred Willson. \$10 to \$35 per article, verse \$2 or \$3, Acc.

**International Detective Cases**, (Artvision) 551 Fifth Ave., New York. (M-25) Foreign detective cases, 5000 to 7000. No pictures or by-lines necessary. Rose Bolen. 1c, Pub.

**Jewish Forum**, The, 305 Broadway, New York. (M-35) Articles of Jewish interest, short-stories, 1000 to 2000; Isaac Rosen-garten. \$3 per M. poems \$1 up, Pub. (Unsatisfactory market.)

**Judge**, 16 E. 48th St., New York. (M-15) Humorous articles, satirical essays of current events, 400-1200; humorous verse, timely jokes, skits, epigrams. Jack Shuttleworth. 5c to 7c, Pub.

**Kaleidograph, A National Magazine of Poetry**, 702 N. Vernon St., Dallas, Tex. (M-25) Verse, book notices. Whitney Montgomery, Vaida Stewart Montgomery. Prizes.

**La Parce Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories, sex angle, French locale, 3000-3500, 3-part novelettes 10,000. 1c, Pub.

**Leisure**, 683 Atlantic Ave., Boston. (M-15) Articles on leisure time pursuits, hobbies, 1600; photos. John U. Riley. 1c, Pub.

**Literary Digest**, The, 354 4th Ave., New York. (W-10) Brief assigned articles. Not in the market. Wilfred J. Funk.

**Lone Ranger**, The, (Trojan) 125 E. 46th St., New York. (M-10) Western fast-action short-stories up to 4000. Lead novel on assignment. Samuel Bierman. 9c, Acc. (Overstocked.)

**Lu-Lu**, (Sun Pubs.) 529 S. Clark St., Chicago. (Q) Jokes, skits, anecdotes, humorous miscellany up to 600; cartoon ideas. A. J. Gontier, Jr. 1c, jokes 50c, picture ideas \$1, Acc.

**Masked Rider Western**, The (Ranger) 220 W. 42d St., New York. (M) Western short-stories 2000-6000; novelettes 10,000-15,000. Jack Phillips. Rates by arrangement, Pub.

**Mayfair**, (MacLean) 481 University Ave., Toronto, Canada. (M-25) Society, fashion, sport articles, Canadian interest. J. Herbert Hodgins, 1c, Pub.

**Memorandum Journal**, The, 63 5th Ave., New York. (Q-\$1) Jewish short-stories, sketches, one-act plays, essays, poetry. Henry Hurwitz. 1c up, Pub.

**Mid-Week Pictorial**, 148 E. 47th St., New York. (M) Policy not fully formulated. Monte Bourjaily.

**Modern Adventures**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Sophisticated short-stories of female adventures, sex without licentiousness, 3000-5000, novelettes 10,000-12,000; novels 20,000. M. T. Pattie. 1c up, Pub.

**Modern Psychologist**, The, 112 W. 42d St., New York. (M-25) Articles, essays on psychology in all phases up to 3000. G. E. Bennett. Rarely pays.

**Modern Thinker**, The, (Modern Scientific) 310 Riverside Drive, New York. (M-25) Timely controversial articles 2500 to 3500. Dr. Dagobert D. Runes. Rarely pays.

**More Fun Magazine**, (Nicholson Pub. Co.) 373 4th Ave., New York. (M) Cartoons, comic strips. Malcolm Wheeler-Nicholson. Rates not at hand.

**Mothers Home Life**, Winona, Minn. (M-5) Short-stories of interest to small-town and country families, 2500-3000, articles 500-1000. D. Leicht. Low rates, Pub.

**Movie Humor**, (Ultim Pubs.) 381 4th Ave., New York. (M) Screen humor, jokes, gags. M. R. Reese. Fair rates, Pub.

**Mystery Adventures**, (C.J.H. Pub. Co.) 49 W. 45th St.; New York. (M-15) Adventure, mystery short-stories, sophisticated sex angle; novelettes, serials. Harold Hersey. Indefinite rates.

**National Home Monthly**, (Home Pub. Co.) Bannatyne and Dagmar Sts., Winnipeg, Man., Canada. (M-10) Illustrated feature articles; love, adventure, animal, mystery, etc., short-stories, 3500-7000; novelettes, serials, verse. L. E. Brownell, Fair rates, Acc.

**Nation**, The, 20 Vesey St., New York. (W-15) Articles on politics, literature, economics, foreign affairs up to 2400. Freda Kirchwey, Joseph Wood Krutch, Max Lerner. 2c, Pub.

**New Comics Magazine**, (Nicholson Pub. Co.) 373 4th Ave., New York. (M) Cartoons, comic strips. Malcolm Wheeler-Nicholson. Rates not at hand.

**New Masses**, 31 E. 27th St., New York. (W-15) Economic, sociological articles, Marxian standpoint; proletarian short-stories, sketches, poems, cartoons. Varying rates, Pub.

**New Mexico Magazine**, Santa Fe, N. M. (M-15) Illustrated authentic articles on life, scenic attractions or out-of-doors New Mexico; rarely short-stories of New Mexico scene. George Fitzpatrick. \$5 to \$15 per article, Pub. Verse, no payment.

**New Western**, (Popular) 205 E. 42nd St., New York. (Bi-M-15) A few short-stories 5000, Western novelettes 9000-12,000, novels 15,000-25,000; Western fact articles 1000. Rogers Terrill, ed. director; Willard Crosby, editor. 1c, Acc.

**New York Woman**, The, 11 E. 36th St., New York. (W) Articles, N. Y. locale, largely staff-written. James Monahan.

**North American Review**, 597 Madison Ave., New York. (Q-\$1) Short-stories of atmosphere, literary quality, 6000-8000; articles, essays on American arts and letters, popular science, sociology; poetry. John H. Pell. 2c, Pub.

**Occult Digest**, The, 1900 N. Clark St., Chicago. (M-25) Occult subjects, metaphysics, astrology, numerology, palmistry, true occult and psychic experiences 500. Effa E. Danelson. No payment.

**Opinion**, 122 E. 42d St., New York. (M-25) Articles 2500 to 3000; short-stories 2000 to 3000; Jewish interest. 1c, Pub.

**Opportunity, A Journal of Negro Life**, 1133 Broadway, New York. (M-15) Short-stories, articles, poetry; Negro life and problems. Elmer Anderson Carter. No payment.

**Our Army**, 160 Jay St., Brooklyn, N. Y. (M-25) Stimulating controversial military articles; short-stories 1000 to 1200 (no World War fiction); jokes; cartoons; regular army background. G. A. Harter. Up to 1c, Pub.

**Our Dumb Animals**, 180 Longwood Ave., Boston. (M-10) S. P. C. A. organ. Animal welfare articles, short-stories, fillers, up to 500; verse up to 24 lines, photos. Guy Richardson. 1c, Pub.

**Overland Monthly and Outwest Magazine**, 305 Douglas Bldg., Los Angeles. (M-25) Western interest articles, short-stories, verse. Arthur H. Chamberlain. Indefinite rates.

**Pacific Geographic Magazine**, 1151 S. Broadway, Los Angeles. (M-25) Articles on science, exploration, archeology, art, culture, travel adventures in the Pacific area, both sides (except Africa), preferable under 3000; photos, maps. Margaret E. Hughes. 1c, Pub.

**Paris Nights**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Short-stories 3000-5000 with sex interest. French or Parisian setting; jokes, paragraphs, cartoons. W. Clyde Young. 1c, Pub.

**Pep Stories**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000; sex angle. 1c, Pub.

**Philippine Magazine**, 217 Desmarinas St., Manila, P. I. (M-20) Articles, essays, short-stories 1500-3000 on Philippine, Far-Eastern subjects; verse. A. V. H. Hartendorp. 1c up, Pub.

**Poetry, A Magazine of Verse**, 232 E. Erie St., Chicago. (M-25) High-class verse. Morton D. Zabel. \$6 page (28 lines), Pub.

**Popular Service**, P. O. Box 5859, Detroit, Mich. (M-15) Articles, essays 1000-2500, short-stories 2500-3500, serials up to 80,000, editorials 500-1000, verse 8-24 lines, miscellany pertaining to personal service. Elizabeth Howell. Varying rates, Acc.

**Popular Stamp Review**, 67 W. 44th St., New York. (M) Popular and technical articles dealing with philately. Kent B. Stiles. 1c, Pub.

**Psychology**, 381 4th Ave., New York. (M-25) Psychological or inspirational articles, personal experience stories 1200-1800. Short short-stories. E. Field. Up to 1c, Acc. or within 30 days.

**Quick-Trigger Western Novels**, (Western Fic. Pub. Co.) R. K. O. Bldg., New York. (Bi-M-15) Western novelettes, novels. Martin Goodman. Rates by arrangement.

**Real Life Confessions**, (Associated Authors) 1008 W. York St., Philadelphia. (M-25) Frank first-person confessions, no sordidness, 3000-7000. M. T. Pattie. 1c up, Pub.

**Real Northwest Novel**, (Northwest) 100 Hudson St., New York. (Bi-M-15) Action short-stories of the Northwest Mountain, logging, mining, 2500-6000; novelettes 10,000-12,000; novels 50,000-75,000. Michael Ivan. 1c to 1c, Acc.

**Real Western**, (Winford) 165 Franklin St., New York. (M-15) Fast-action Western short-stories, good characters, emotional appeal, 1000-10,000; novels 15,000-30,000, and 50,000-65,000. L. H. Silberkleit. 1c to 1c, Acc.

**Review of Reviews**, 233 4th Ave., New York. (M-25) Articles on politics, economics, national problems, travel. Albert Shaw. 1c up, Pub.

**Ringmaster**, 381 4th Ave., New York. (M-50) Short critical articles, satire. Harry McGuire. Varying rates, Pub.

**Saturday Night**, 73 Richmond St., W., Toronto, Canada. (W) Articles of Canadian interest up to 2000; light, humorous articles, satire. B. K. Sandwell. 1c to 1c, photos \$2 to \$3, Pub.

**Saucy Movie Tales**, (Movie Digest, Inc.) Rm. 501, 1451 Broadway, New York. (M-25) Mystery, love, adventure, pseudo-scientific short-stories, Hollywood background, spicy but clean. Philip S. White. 1c to 1c, Pub.

**Saucy Romantic Adventures**, (Fiction Mags., Inc.) Rm. 501, 1451 Broadway, New York. (M-15) Romantic love short-stories, clean sex element. 1c to 1c, Pub.

**Sentinel**, The, 511 S. Sangamon St., Chicago. (W-10) Short-stories, Jewish theme, 1900-2200. Louis S. Berlin. \$5 a story, Acc.

**Sexology**, 99 Hudson St., New York. (M-25) Articles on scientific aspects of sex problems. David H. Keller, M.D. 1c to 1c, Pub.

**Short Stories**, (Doubleday) Garden City, New York. (2-M-25) Adventure and mystery short-stories up to 6000, novelettes 10,000-12,000; complete novels; serials 25,000-60,000, outdoor fillers 50 to 500. True adventures up to 1000. Dorothy McIlwraith. Up to 1c, before Pub.

**Silhouettes**, 303 Rosewood, Ontario, Calif. (Q-35) Good poems, articles. James Neill Northe. \$1 each, Acc. Prizes.

**Smashing Western**, (Chesterfield Pubs.) 100 Hudson St., New York. (Bi-M-15) Fast-action, dramatic, emotional Western short-stories 1000-10,000, novels 15,000-30,000. Cliff Campbell. 1c to 1c, Acc.

**Smoke**, 218 E. 36th St., New York. (Q-35) Distinctive poetry. Susanna Valentine Mitchell. Small payment, Pub.

**Snappy**, (D. M. Pub. Co.) Dover, Del. (M-25) Snappy, light short-stories 3000-3500, novelettes 10,000, sex angle. 1c, Pub.

**Southern Review**, Louisiana State Univ., Baton Rouge, La. (Q-75) Articles on literary criticism, social, economic affairs; short-stories, verse. Charles W. Pipkin. \$6.65 page, verse 35c line, Pub.

**Spicy Adventure Stories**, (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Exotic adventures involving girls and sex, short-stories up to 5000. Lawrence Cadman. Up to 1c, Acc.

**Spicy Detective Stories.** (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Thrilling detective short-stories up to 5000, strong sex elements. Lawrence Cadman. Up to 1c, Acc.

**Spicy Mystery Stories.** (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Mystery short-stories with sex elements 2500 to 5500, eerie and terror angles. Lawrence Cadman. Up to 1c, Acc.

**Spicy Stories.** (D. M. Pub. Co.) Dover, Del. (M-25) Snappy short-stories 3000-3500, 3-part novelettes 10,000, sex angle, 1/2c, Pub.

**Spicy Western Stories.** (Culture Pubs.) 900 Market St., Wilmington, Del. (M-25) Western short-stories, up to 5000, sex elements. Lawrence Cadman. Up to 1c, Acc.

**Spur, The.** 515 Madison Ave., New York. (M-50) Articles, editorials on sport, travel, art, personalities, usually on assignment. Robert B. Renfro. Indefinite rates, Pub.

**Star Detective.** (Western Pic. Pub. Co.) RKO Bldg., New York. (Bi-M) Fast-action, hard-boiled detective stories 7000 to 10,000. Rates by arrangement, Acc.

**Star Sports Magazine.** (Western Pic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Short-stories on popular sports, O. Henry twists, 5000-10,000; novelettes 12,000-15,000. S. Charles Goodman. Rates by arrangement.

**Story.** 432 4th Ave., New York. (M-25) Distinctive short-stories, "novellas." Whit Burnett, Martha Foley. Low rates, Pub.

**Sure Fire Detective.** (Magazine Pubs) 67 W. 44th St., New York. (M) Well-plotted detective short-stories 4000-6000, short shorts 1000-3000, novelettes 10,000-14,000, any hero type. A. A. Wyn. 1c up, Pub.

**Tailspin Tommy Air Adventure Magazine.** (CJH Pub. Co.) 49 W. 45th St., New York. (M) Novels, contract-written; buys modern air short-stories 3000-5000. Harold Hersey. Rates by arrangement, Pub.

**Tattle Tales.** (Detinuer) Wilmington, Del. (M-25) Snappy short-stories 2500-3500; verse, jokes, cartoons. Gloria Grey. 1/2c, Pub.

**Ten Detective Aces.** (Mag. Pubs.) 67 W. 44th St., New York. (M-10) Dramatic detective, mystery short-stories, sinister note, woman interest welcome, 3000 to 5000; short shorts 1500 to 2000; novelettes 10,000-20,000. A. A. Wyn. 1 to 2c, Acc. or shortly after.

**10 Story Book.** (Sun Pubs.) 529 S. Clark St., Chicago. (M-25) Iconoclastic, frank, sex short-stories, satires, odd stories, playlets. Harry Stephen Keeler. \$6 a story, Pub.

**Ten Story Love.** (Magazine Pubs.) 67 W. 44th St., New York. (M) Love short-stories, novelettes. Rose Wyn. 1c, Pub.

**Today's Astrology.** (Magna Pubs.) Mt. Morris, Ill. (M-10) Astrological articles written for laymen. Irvin Ray. 1/2c, Pub.

**Toronto Star Weekly.** 80 King St., Toronto, Canada. (W-10) Feature articles, Canadian and general appeal, up to 3000; short-stories 2000-3000; love, mystery, sport, adventure serials. Fillers, news items, photos, art work. 1/4c up, Acc.

**Travel.** (McBride) 116 E. 16th St., New York. (M-35) Illustrated travel, exploration, adventure articles 1500 to 5000; photos. Coburn Gilman. 1c, \$1 to \$5 per photo, Pub.

**Travel, The Magazine of Travel.** 565 5th Ave., New York. (M-50) Largely staff-written. Query on unusual travel material, outstanding photos. James A. Clark. Varying rates, Acc.

**True Crime Stories.** (Newsstand Pubs.) RKO Bldg., New York. (M) Dramatized fact stories of crime detection. Rates by arrangement.

**True Gang Life.** (Associated Authors) 1008 W. York St., Philadelphia. (M-15) Short-stories centering around gang life 3000-8000, woman interest but subordinated. M. T. Pattie. 1/2c up, Pub.

**Two-Gun Western Novelets.** (Western Pic. Pub. Co.) RKO Bldg., New York. (Bi-M-15) Western novelettes 10,000-15,000. S. Charles Goodman. Rates by arrangement.

**Virginia Quarterly Review.** 1 West Range, University, Va. (Q-75) Literary, scientific, political essays 3000 to 5000; occasional short-stories, verse 10 to 40 lines. Lambert Davis. \$5 per 350 words, verse 50c line, Pub.

**Voyager, The.** 5 Beekman St., New York. (M) Semi-fictional, humorous, sophisticated travel articles, Bermuda, Nassau, Cuba, Jamaica, England, France, Barbados, Eastern South America, shipboard life. Miami, Vienna. 500-1500. Demit Gomaitis. Articles with photos, \$20 each, without photos, \$15, Pub. Annex 100-500, space rates.

**Waldorf-Astoria Promenade.** 40 E. 34th St., New York. (M) Diverting short-stories 1500-2000; articles, essays, 900-1000; verse, drawings, cartoons. Letitia Chaffee. 1/2c up, Pub.

**Weird Tales.** 840 N. Michigan Ave., Chicago. (M-25) Supernatural, bizarre, weird, pseudo-scientific short-stories up to 6000; novelettes up to 15,000; serials up to 35,000; weird detective stories; verse up to 35 lines. Farnsworth Wright. 1c up, verse 25c line, Pub.

**West.** (Ranger Pubs.) Garden City, N. Y. (M-15) Western fiction. Not buying at present. Edmund Collier. 1/2c up, by arrangement.

**Western Aces.** (Mag. Pubs.) 67 W. 44th St., New York. (M) Emotional Western short-stories up to 5000; novelettes 10,000-20,000, with strong human interest—range, outlaw, mines, etc. A. A. Wyn. 1c up, Acc. or shortly after.

**Western Action Novels.** (Winford) 165 Franklin St., New York. (M-15) Dramatic Western short-stories, emotional appeal, 1000-10,000; novels 15,000-65,000. L. H. Silberkleit. 1/2 to 1/4c, Acc.

**Western Fiction Monthly.** (Western Fiction Pub. Co.) RKO Bldg., New York. (M-15) Western short-stories 3000-7000; novelettes 20,000. Martin Goodman. Rates by arrangement, Acc.

**Western Novel and Short Stories.** (Newsstand) RKO Bldg., New York. (M-15) Western short-stories 5000-7500; novelettes 10,000-20,000; novels 60,000. Martin Goodman. Rates by arrangement, Acc.

**Western Trails.** (Mag. Pubs.) 67 W. 44th St., New York. (M-15) Western action short-stories with mystery slant and woman interest up to 5000; novelettes 10,000-15,000. No first-person stories. A. A. Wyn. 1 to 2c, Acc. or shortly after.

**Wild West Stories and Complete Novel Magazine.** (Teck) 461 8th Ave., New York. (M-10) Western short-stories 1000-4000; novelettes 15,000-25,000. 1/2c, Pub.

**Woman Today.** 112 E. 19th St., New York. (M-10) Articles, short-stories, of interest to women in industry; anti-war and anti-fascist. Rates not at hand.

**Yale Review.** Box 1729, New Haven, Conn. (Q-1) Articles on current political, literary, scientific, art subjects 5000-6000. Wilbur Cross. Good rates, Pub.

**Yankee.** Dublin, N. H. (M-25) Short-stories up to 3000, articles, essays, 1200-1400, verse, jokes, anecdotes, oddities, epigraphs; photos, cartoons, all of Yankee flavor. Robb Sagendorph; Beth Tolman, associate. Articles about \$20; stories, \$25 to \$50; items \$1, verse 50c line, Acc.

## LIST C

Trade, technical, religious, agricultural, business, educational and other class publications.

### AGRICULTURAL, FARMING, LIVESTOCK

**Breeder's Gazette.** Spencer, Ind. (M-10) Short-stories of success in livestock farming under 1500, including methods of feeding and management. Livestock breeding and feeding articles. S. R. Guard. 1c, photos \$2, Pub.

**Farm Journal, The.** Washington Square, Philadelphia. (M-10) Agricultural articles with photos 300 to 600; novelettes 18,000. Arthur H. Jenkins. 2c up, fiction 5c up, Acc.

**Farm and Ranch, Dallas, Tex.** (2M-5) Agricultural, livestock articles of the Southwest. Frank A. Briggs. 1/2 to 1c up, Pub.

**Farmer Magazine, The.** 73 Richmond St., W., Toronto, Canada. (M) Short-stories, rural appeal, 2500; items for farm women. C. H. Hodge. Indefinite rates, Pub.

**Hatchery Tribune, Mt. Morris, Ill.** (M-10) Illustrated articles on successful selling methods by hatcheries 300 to 500. O. A. Hanke. 1/2 to 2c, Acc.

**Hoard's Dairyman, Fort Atkinson, Wis.** (2M) Miscellany on dairying interests. W. D. Hoard. Low rates, Pub.

**Iowa and Corn Belt Farmer.** 422 Court Ave., Des Moines, Ia. (M) Agricultural miscellany. Paul Talbot. Indefinite rates, Pub.

**Ohio Farmer.** 1013 Rockwell Ave., Cleveland, O. (W) Ohio agricultural articles. Walter H. Lloyd. Indefinite rates, Pub. Cover photos, \$5 to \$10.

**Poultry Item.** Sellersville, Pa. (M-15) Articles on poultry raising, successful poultrymen, their establishments, equipment, experience, etc. 1500. S. L. Althouse. Good rates, Pub.

**Poultry Tribune, Mt. Morris, Ill.** (M-10) Illustrated poultry articles 800. O. A. Hanke. 1c up, Pub.

**Progressive Farmer.** Commercial Realty Bldg., Birmingham, Ala. (M) Short-stories, Southern appeal, 2000-4000, (submit to Dallas, Tex. office, 1105 Insurance Bldg.). Eugene Butler, 2c, Acc. (Overstocked).

**Southern Dairy Products Journal.** Commercial Exchange Bldg., Atlanta, Ga. (M) Features on dairy management in Southern states. F. H. Sorrow. 1/2c, Pub.

**Successful Farming.** (Meredith) Des Moines, Ia. (M-5) Agricultural articles; short-stories and short shorts 800 to 6000; 2-interest serials, verse, editorials, jokes, news items, photos, cartoons. Kirk Fox. 1/2c up, verse 25c line, Acc.

### ART, PHOTOGRAPHY

**Camera, The.** 636 S. Franklin Sq., Philadelphia. (M-25) Practical illustrated articles on photography and amateur cinematography 200 to 1500. No poetry. Frank V. Chambers. 1/2c, Acc.

**New Photo Miniature.** 70 5th Ave., New York. (M-40) Monographs on particular phases of photography 12,000-15,000. John A. Tennant. \$50 each, Acc. (Submit outline first.)

**Photographic Digest.** 267 5th Ave., New York. (M-25) Articles 500 to 1200, written around a photographic subject, but not necessarily technical. Geo. W. Hesse. 1/2c, Pub.

### AUTOMOBILE, AVIATION, BOATING, TRANSPORTATION

**Aero Digest.** 515 Madison Ave., New York. (M-35) News and features on the aviation industry, aeronautical engineering, military aeronautics, air travel, etc. Geo. F. McLaughlin. 1/2c up, Pub.

**American Motorist.** Pennsylvania Ave. at 17th St., Washington, D. C. (M-15) Illustrated travel articles, vicinity of Washington, D. C., and Eastern states, 1000-1500, historical and descriptive articles appealing to motorists; very little verse. F. Kay Buschman. 1c, Pub.

**Aviation.** 330 W. 42d St., New York. (M-35) News, features on aviation activities, technical articles, photos. S. Paul Johnson. Good rates, Pub.

**Highway Magazine.** Armco Culvert Mfrs. Assn., Middletown, O. (M) Articles on construction, operation, use of roads and streets 800-1200; cartoons. W. H. Spindler. 1c, photos \$1, Acc.

**Motorboat.** 63 Beekman St., New York. (M-20) Articles of practical interest to boat owners. Gerald T. White; E. S. Nelson, associate. 1/2 to 3c, Pub.

**Popular Aviation.** (Ziff-Davis Pub. Co.) 608 S. Dearborn St., Chicago. (M-25) Popularized aviation, mechanical articles, semi-technical true war experiences, new developments in aviation, gas model information 2500 maximum. Fillers 100 to 800. B. G. Davis, ed.; J. B. Rathbun, mng. ed. 1/2c or 1c, including photos, Pub.

**Power Boating**, Penton Bldg., Cleveland, O. (M-25) Technical and semi-technical articles on power boating subjects. Indefinite rates, Acc.

**Rudder, The**, 9 Murray St., New York. (M-25) Illustrated fact articles on cruises, navigation, etc., 3000. Wm. F. Crosby, 1c, photos \$3, Pub. (Overstocked.)

**Trailer Caravan, The**, Union Guardian Bldg., Detroit, Mich. (M-10) Illustrated articles on trailer travel, auto travel, to spots unusual; articles dealing with experiences with home-made trailers; photos. Verse. Ralph G. Hess, ½ to 1c, Pub.

**Western Construction News**, 333 Kearney St., San Francisco. (M-25) Articles on all phases Western civil engineering. J. I. Ballard. Varying rates.

**Western Flying**, 420 S. San Pedro St., Los Angeles. (M) Practical, helpful, "how to" articles on aviation sales, service, production, or aircraft operation. Query on features. Robert J. Pritchard, 25c inch, Pub. (Overstocked.)

**Western Trailer Trails**, 711 Anglo Bank Bldg., San Francisco. (M-10) Articles on trailer travel throughout the West, illustrated. Photos of unusual house trailers. Light poetry, jokes, with trailer touch. Austin E. McNeill, 1c, photos \$2, jokes 50c, poetry 20c line, Acc.

#### BUSINESS, ADVERTISING, SALESMANSHIP

**Advertising Age**, 100 E. Ohio St., Chicago. (W-5) Spot news only, with illustrations. Harry E. Shubart, 1c, Pub. business and financial articles 500-2500. Thomas W. Phelps. Indefinite rates, Acc.

**American Business**, (Dartnell Pubs.), 4660 Ravenswood Ave., Chicago. (M-25) Material 97% staff-written, but buys occasional concrete examples of business success in manufacturing field. Query. Eugene Whitmore. \$35 and up for 2000 words, Pub.

**Bankers' Magazine**, 465 Main St., Cambridge, Mass. (M) Authoritative bank management articles. Keith F. Warren. ½c up, Pub.

**Barron's**, 44 Broad St., New York. (W-25) Authoritative financial articles 500-2500. Thomas W. Phelps. Indefinite rates, Acc.

**Burrough's Clearing House**, 6071 2d Blvd., Detroit. (M) Query editor on bank operating and management articles. Henry J. Boone, 2 to 3c, Acc.

**Commerce**, 1 N. LaSalle St., Chicago. (M-25) Invites queries on business articles from Middle West. Alan Sturdy. Rates variable. (Overstocked.)

**Credit & Financial Management**, 1 Park Ave., New York. (M-25) Articles on general credit and financial problems. Chester H. McCall, 1c, Pub.

**Forbes Magazine**, 120 5th Ave., New York. (2M-25) New developments in business and finance—management, selling, merchandising, accounting, etc., 1500-2000. Seldom buys from outside writers. B. C. Forbes. Good rates, Acc.

**How to Sell**, 75 E. Wacker Drive, Chicago. (M-10) Articles about direct selling, unusually successful salespeople, 800 to 4000. R. C. Remington, ½ to 1½c, Pub.

**Independent Salesman**, 22 E. 12th St., Cincinnati, O. (M-5) Illustrated interviews with and stories about people successful in direct selling up to 1200. M. E. Siegel, ½ to 1c, photos \$1, Pub.

**Mail Order Journal**, 608 S. Dearborn St., Chicago. (M-10) Case histories, fact stories about mail-order business. H. A. White, 1c, Pub. (Query.)

**Nation's Business**, The, 1615 H. St., N.W., Washington, D.C. (M-25) Business articles 2500. Merle Thorpe, Ed.; Raymond C. Willoughby, Mng. Ed. Good rates, Acc.

**Opportunity**, 333 N. Michigan Ave., Chicago. (M-15) Action short-stories up to 3000; 2-part serials; articles with emotional; inspirational qualities, based on selling; fillers; short verse. Kenneth C. Smith, 1c, Acc.

**Postage and Mailbag**, 119 W. 19th St., New York. (M-10) Direct-mail advertising articles. John Howie Wright, 1c, Pub. (Overstocked.)

**Printers' Ink**, 185 Madison Ave., New York. (W-10) (Also Printers' Ink Monthly-25) Advertising and business articles. G. A. Nichols, Ed.; C. B. Larabee, Mng. Ed. Good rates, Pub.

**Rand McNally Bankers Monthly**, 536 S. Clark St., Chicago. (M-50) Short technical articles from banker's standpoint, preferably signed by banker. John Y. Beatty. Good rates, Pub.

**Sales Management**, 420 Lexington Ave., New York. (2M) Articles on marketing, national scope, signed by executives. Buys little. Raymond Bill, 1 to 3c, Pub.

**Savings Bank Journal**, 110 E. 42nd St., New York. (M-35) Operation, advertising and promotion articles 1500-2000. J. C. Young, 1c, Pub.

**Signs of the Times**, P. O. Box 771, Cincinnati. (M-30) Electrical advertising, outdoor advertising and sign articles, illustrated, 1000 to 1500. E. Thomas Kelley, ½c, Pub.

**Specialty Salesman**, Milwaukee, Wis. (Chicago Office, 307 N. Michigan Ave.) (M-10) Inspirational articles 1000 to 2500; human-interest short-stories 1000 to 2500; fact success articles of direct salesmen. 2000. H. J. Bligh, ½c, Acc.

**Trained Men**, 1001 Wyoming Ave., Scranton, Pa. (Q) Articles on industrial problems of interest to foremen, executives, 1000 to 2500; interviews 1000 to 2500. D. C. Vandercrook, 1c up, Acc.

**Western Advertising**, 564 Market St., San Francisco. (M-20) Trade articles on advertising, as specifically related to the Pacific Coast. Robert E. Wade, Jr. 1c to 2c, Pub.

#### BUILDING, ARCHITECTURE, LANDSCAPING, HOME DECORATING

**American Home**, The, 444 Madison Ave., New York. (M-10) Practical articles with illustrations pertaining to home, interior decoration, building, gardening, recipes, 1200 to 1500. Mrs. Jean Austin. Indefinite rates, Pub.

**Arts and Decoration**, (Robt. M. McBride) 116 E. 16th St., New York. (M-35) Articles, essays, dealing with distinctive homes; the arts, entertainment, decorating and furnishing accessories, household equipment, photos, art work. Mary Fanton Roberts. Varying rates, Pub.

**Better Homes & Gardens**, (Meredith) 1714 Locust St., Des Moines, Ia. (M-10) Practical garden, home-making articles 1500. Elmer T. Peterson, 2c up, usual photo rates, Acc.

**Canadian Homes & Gardens**, (Maclean) 481 University Ave., Toronto, Canada. (M-25) Practical home and garden articles up to 2000, photos. J. Herbert Hodgins, 1c, Pub.

**Country Home Magazine**, The, 250 Park Ave., New York. (M-5) Articles on farming, home improvement, gardening, general features, 2500, mostly staff-written. Short-stories, authentic agricultural background and characters, up to 4500. Wheeler McMillen. Good rates, Acc.

**Country Life**, 444 Madison Ave., New York. (M-50) Illustrated gardening, sport, interior decorating, country estates, travel articles 1000-1500; good photos essential. Mrs. Jean Austin. Indefinite rates, Pub.

**Home Desirable**, The, 221 N. La Salle St., Chicago. (M-free) Articles on home modernization through plumbing and heating 1000; cartoons, photos. W. L. Benson, 1 to 5c, Acc. or Pub. (Overstocked.)

**House Beautiful Combined with Home and Field**, (Hearst) 572 Madison Ave., New York. (M-25) Articles on home-building, planning, decorating, furnishing, gardening (illustrated preferred) up to 1500. K. K. Stowell. Good rates, Acc.

**House and Garden**, (Nast) Lexington at 43d, New York. (M-35) Home decoration, landscape, architectural articles. Richardson Wright, 1c up, Acc.

**Sunset**, 576 Sacramento St., San Francisco. (M-10) Western home building, gardening, vacation, foods and housekeeping, departmental items. Lou Richardson and Genevieve A. Callahan. Good rates, Pub.

**Town and Country**, 572 Madison Ave., New York. (M-50) Not in the market. Harry A. Bull.

#### EDUCATIONAL

**Grade Teacher**, The, (Educ. Pub. Corp.) 419 4th Ave., New York. (M-30) Articles on methods in elementary grades; short-stories for little children up to 500. Florence Hale, ½c, Pub.

**Industrial Arts and Vocational Education**, 407 E. Michigan St., Milwaukee, Wis. (M-25) Vocational articles. John J. Metz, ½c, Pub. (Overstocked.)

**Instructor**, The, (F. A. Owen Pub. Co.) Dansville, N. Y. (M-30) Prefers articles by teachers on school-room helps. Helen Mildred Owen. Good rates, Acc.

**Journal of Education**, 6 Park St., Boston. (2M-20) Stories and articles of class-room experience 1000 to 2000. Isobel R. Lay, \$5 to \$10 per story, Acc.

**Practical Home Economics**, 468 4th Ave., New York. (M-20) Educational articles on home economics for teachers and by teachers 1500-2000. Jessie A. Knox, ½c, Pub.

**School Activities**, Topeka, Kans. (M-20) Money-making plans, stunts, entertainment material, up to 2000. H. C. McKown, ½c, Pub.

**School Management**, 9 E. 40th St., New York. (10 yearly-20) 200-word department items, administrative angle, helps for parent-teacher organizations. Lucile D. Kirk, Mng. Ed. \$1 each, Pub.

**Timely Teacher Topics**, 16-17 Hirschfeld Bldg., North Platte, N. H. (M except June, July, Aug.) Short-stories up to 900; articles along teaching lines, elementary and high school, up to 750; jokes; fillers; cartoons; cartoon ideas. Mrs. J. L. Osmont, ½c, verse 5c line, Pub.

#### HEALTH, HYGIENE

**Health and Hygiene**, 41 Union Squ., W., New York. (M-15) Staff-written articles on health and medical subjects. Edward Adams; John Stuart. No payment.

**Hygeia, The Health Magazine**, 535 N. Dearborn St., Chicago. (M-25) Health and medical articles and stories for the layman. Dr. Morris Fishbein, 1c up, Pub.

**Industrial Medicine**, 844 Rush St., Chicago. (M-50) Authentic articles dealing with study of the economy, law, theory, practice and statistics of employer-employee medical matters. Invites queries. A. D. Cloud, 1c, Pub.

**Modern Medicine**, 84 S. 10th St., Minneapolis. (M-25) Terse, crisp, vivid news abstracts of medical subjects; photos, illustrations of medical interest. Justus J. Schifferes, M.A. ½c up, Pub.

**Physical Culture**, (Macfadden) 122 E. 42d St., New York. (M-25) Health articles, self-told adventures in health, including mental health, personal problems, happiness, power of achievement, 3,500-12,15,000. Carl Easton Williams. Good rates, photos \$3 to \$5, Acc.

**Trained Nurse & Hospital Review**, 468 4th Ave., New York. (M-20) Articles on nursing, hospital, public health subjects 800 to 3200. Christmas fiction, Aug. 1. Meta Pennock. \$4 to \$5 per page (725 wds.), after Pub.

#### MUSICAL

**Diplason**, 306 S. Wabash Ave., Chicago. (M-15) Articles on organs, organists, organ construction, church music, recital programs, reviews 100-1000. S. E. Gruenstein. \$2 to \$4 col., Pub.

**Downbeat**, 608 S. Dearborn St., Chicago. (M-15) Articles on specialized music topics 1000-2000; human-interest photos about musicians. Glenn Burris, Carl Cons. 1c, Pub.

**Etude Music Magazine**, 1712 Chestnut St., Philadelphia. (M-25) Articles on musical pedagogics 300-2500; photos, cartoons. James Francis Cooke. \$4 columns (600 words), Pub.

**Metronome**, 113 W. 57th St., New York. (M-25) News of popular bands and orchestras, staff written. Doron K. Antrim, Indefinite rates.

**Musical Forecast**, 1090 Union Trust Bldg., Pittsburgh, Pa. (M-20) Informational articles of interest to musicians and laymen. David H. Light. \$1 per column, Pub.

**Popular Songs**, (Dell) 149 Madison Ave., New York. (M-10) Factful stories about songs, song writers, singers, musicians in popular music field, 1500-2000, preferably with moral of perseverance, faith, courage, etc. Richard B. Gilbert. Good rates, Acc.

## RELIGIOUS

**Adult Bible Class Monthly.** (Methodist Book Concern) 420 Plum St., Cincinnati, O. (M-10) Articles on significant adult and Bible class activities; a few short-stories. Jonathan B. Hawk. 1c, Pub.

**Ave Maria, The, Notre Dame, Ind.** (W-10) Short-stories 2800-3000; serials 15 to 20 3000-word chapters; articles on Catholic and other themes 3000; poems not over 24 lines. Juvenile adventure short-stories, serials, wholesome but not preachy. Rev. P. J. Carroll, C.S.C. \$3 page, photos \$5, Pub.

**Canadian Messenger, The,** 160 Wellesley Crescent, Toronto, Ont., Canada. (M-10) Short-stories, Catholic atmosphere, bright, pointed but not preachy, 3000; no love stories; articles, essays, Catholic interest, 1000-3000. Rev. J. I. Bergin, S.J. 3c, Acc.

**Christian Advocate, The** (Methodist Book Concern) 150 5th Ave., New York. (W-10) Religious feature articles 1000; short-stories 1500; serials 20,000. 3c, Pub.

**Christian Herald,** 419 4th Ave., New York. (M-25) Interdenominational religious, sociological articles 2500; short-stories 2500; serials 50,000; verse, 2 or 3 stanzas. Daniel A. Poling. Varying rates, Pub.

**Cradle Roll Home, The,** 161 8th Ave., N. Nashville, Tenn. (Q) Articles for parents of pre-school age children 150-800; fact items. Agnes Kennedy Holmes. 3c, Acc.

**Good Business,** Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M) Accounts of successful application of Christ's teachings in business 1000-1200. 1c, Acc.

**Improvement Era, The,** 50 N. Main St., Salt Lake City, Utah. (M-20) General Magazine of Mormon Church for family reading. Short short-stories 800-900; otherwise overstocked. Richard L. Evans. 3c, Pub.

**Light,** 405 Bergen St., Brooklyn, N. Y. (M) Articles on apologetics, conversions, etc., 1500-2000. William Clark. 1c, Pub.

**Living Church, The,** 1801 W. Fond du Lac Ave., Milwaukee. (W-10) Short illustrated articles on religious and social subjects, Episcopal viewpoint, 1000 to 2000. C. P. Morehouse. \$1.50 column, Acc. Religious verse, no payment.

**Lookout, The,** Standard Pub. Co., 8th and Cutter Sts., Cincinnati. (W-5) Articles on Christian education, adult Sunday school work 1800 to 2200; wholesome short-stories 1500 to 2000, serials up to 12 chapters, 1500 to 2000 each. Photos, upright, 8x10, scenic, human-interest. Guy P. Leavitt. 3c, photos \$1 to \$5, one month after Acce.

**Magnificat, 131 Laurel St., Manchester, N. H.** (M-25) Catholic articles, short-stories, serials, verse. Indefinite rates, Acc.

**Messenger of the Precious Blood,** Carthagena, Ohio. (M-10) Catholic short-stories, articles 2000-2500; verse. Father Chas. J. Davitt, C.P.P.S., Rev. M. J. Foltz, C.P.P.S. 3c, verse 25c line, Pub.

**Messenger of the Sacred Heart,** 515 E. Fordham Rd., New York. (M-10) Catholic short-stories up to 4000; religious verse. Rev. Charles J. Mullaly, S.J. Good rates, Acc.

**New Outlook, The,** United Church of Canada, 299 Queen St. W., Toronto, Canada. (W-10) Articles on religious and international problems, travel, art, etc., short-stories 1000 to 1200; verse; children's material. W. B. Creighton. 3c, Acc.

**Progress,** Unity School of Christianity, 917 Tracy Ave., Kansas City, Mo. (M-15) Articles on application of Christian teachings to life 1000-2500; current topics; short-stories 1500-4000; verse. Ernest C. Wilson. 1c up, verse 25c line up, Acc.

**Queen's Work, The,** Jesuit Fathers, 3742 W. Pine Blvd., St. Louis, Mo. (M) Catholic interests; short-stories, articles, 1200 to 2500; editorials; photos; news items; cartoons, cartoon ideas. Rev. Daniel A. Lord, S.J. 1c, Pub.

**St. Anthony Messenger,** (Franciscan Fathers) 1615 Republic St., Cincinnati. (M) Catholic family magazine. Lively, up-to-the-minute short-stories 2000-3000. Hyacinth Blocker. 1c, Acc.

**Sign, The,** Union City, N. J. (M-20) Catholic articles, essays, short-stories up to 3200; verse. Rev. Theophane Maguire, C.P. 1c, Acc.

**Sunday School Times,** 325 N. 13th St., Philadelphia. (W) Religious articles, verse. Charles G. Trumbull. 3c up, Acc.

**Sunday School World,** 1816 Chestnut St., Philadelphia. (M-10) Articles for teachers in one-room rural Sunday-schools up to 1200. Arthur M. Baker. 3c, Acc.

**Union Signal, The,** Evanston, Ill. (W-5) Short-stories, short serials, on value of total abstinence; also on peace. About 1/3c, Pub.

**Unity, also Weekly Unity,** 917 Tracy Ave., Kansas City. (M and W) Christian metaphysical articles 1500 to 2500, religious verse 8 to 24 lines. Charles Fillmore. 1c up, verse 25c line up, Acc.

## SCIENTIFIC, TECHNICAL, NATURE, MECHANICS

**Electricity on the Farm,** 24 W. 40th St., New York. (M-10) Actual experience stories, illustrated, on uses of central station electricity on the farm, up to 1000. Fred Shepperd. 1/2c, Acc. (Overstocked.)

**Everyday Science & Mechanics,** (Gernsback) 99 Hudson St., New York. (M-10) Constructional and experimental articles up to 2000. H. Gernsback. 3c up, photos \$2 up, Pub. (Slow.)

**Home Crafts and Hobbies,** 142 W. 24th St., New York. (M-10) Homecraft articles 1000, drawings, photos. Eric Berger. 3c to 1c, Pub. (Unsatisfactory.)

**Home Craftsman, The,** 115 Worth St., New York. (Bi-M-25) "How-to-make-it" articles of interest to home craftsmen, 300 to 1200; photos or drawings essential; home improvement fillers, 150. H. J. Hobbs. 1 to 2c, photos \$2 up, Pub.

**Illustrated Mechanics,** 1411 Wyandotte St., Kansas City, Mo. (M-5) Home workshop-homecraft magazine; "how-to-make-it" articles 500-1500. Homecraft articles for women. E. A. Weishaar. 3c to 1c, photos or drawings \$1 to \$3, Acc.

**Mechanics and Handicraft,** (Standard) 22 W. 48th St., New York. (M-15) Popular scientific miscellany; construction, how-to-make-it, experimental, hobbies material. Joseph H. Kraus. 1c, Pub. and Acc.

**Model Airplane News,** 551 5th Ave., New York. (M-20) Model airplane construction articles 2500. 1c, Pub.

**Modern Mechanix,** 22 W. Putnam Ave., Greenwich, Conn. (M-15) Popularly illustrated mechanical, scientific, adventures articles up to 2000, fact items with photos; construction ideas for amateur workshop fans; inventions, home hobbies. Tom Mahoney. Good rates. Photos \$3 up, Acc.

**Natural History Magazine,** 77th St. and Central Park, New York. (M) Popular articles on science, exploration, wild life; photos. Edward M. Weyer, Jr. 3c, Pub.

**Nature Magazine,** 1214 16th St., Washington, D. C. (M-35) Illustrated nature articles 1500 to 2000; fillers with pictures 100 to 400; nature poetry. R. W. Westwood. 1 to 3c, Acc. (Query.)

**Nature Notes,** 4800 Prospect Rd., Peoria, Ill. (M) Articles on nature, science 1800; illustrations. James H. Sedgwick. \$10 to \$15 per article, Pub.

**Popular Mechanics,** 200 E. Ontario St., Chicago. (M-25) Illustrated articles on scientific, mechanical, industrial, discoveries; human interest and adventure elements, 1 to 20 photos, 300-350; fillers up to 250. L. K. Weber. 1 to 10c; photos \$3 up, Acc.

**Popular Science Monthly,** 353 4th Ave., New York. (M-15) Non-technical illustrated articles on scientific, mechanical, labor-saving devices, discoveries, under 2000. Raymond J. Brown. 1c up to 10c; photos \$3 up, Acc.

**Scientific American,** 24 W. 40th St., New York. (M-35) Humanized articles on science, industry, engineering, inventions. O. D. Munn. Varying rates, Acc.

**Scientific Progress,** (Modern Scientific) 310 Riverside Drive, New York. (M-25) Popular scientific articles on health, psychology, achievement. Dagobert D. Runes, Ph.D. Rarely pays.

**Scientific Psychology,** 4238 Clarendon Ave., Chicago. (M-23) Scientific articles on psychology 1500-3000; timely items. D. J. Foard. No payment.

## SPORTING, OUTDOOR, HUNTING, FISHING

**Alaska Sportsman, The,** Ketchikan, Alaska. (M) Short-stories, Alaska adventure, 2000-5000; outdoor fact articles; Alaska sport cartoons, photos. Emery F. Tobin. 3c, Pub.

**American Forests,** 919 17th St., N.W., Washington, D.C. (M-35) Articles on forestry, forests, outdoors, etc., 2000; outdoor photos. Ovid Butler. 1c up, Acc.

**American Rifleman, The,** 816 Barr Bldg., Washington, D. C. (M-25) Authentic illustrated gunsmithing, shooting, ammunition, ballistic articles, hunting stories, preferably 3000. Lawrence J. Hathaway. About 1c, Pub. (Overstocked.)

**Baseball Magazine, The,** 70 5th Ave., New York. (M-20) Major league baseball articles, verse. F. C. Lane. 3c, Pub.

**Field and Stream,** (Warner) 515 Madison Ave., New York. (M-25) Illustrated camping, fishing, hunting, sportsmen's articles, 2500-3000. Ray P. Holland. 1c up, Acc.

**Fur-Fish-Game,** 174 Long St., Columbus, O. (M-15) Fishing, hunting, fur-raising articles by practical authorities; true Indian and frontier day stories 2000-2500. A. V. Harding. 3c to 3c, Acc.

**Hunter-Trader-Trapper,** 386 S. 4th St., Columbus, O. (M-15) Fur-farming, trapping, hunting-dog, fishing articles, outdoor photos. Otto Kuehler. Low rates, Pub. (Overstocked.)

**National Bowlers Journal and Recreation Age,** 506 S. Wabash Ave., Chicago. (M-25) Articles on bowling, billiards, softball, lawn bowling, hockey; short-stories; photos; news items; cartoons. J. M. Luby. 1c, Pub.

**National Sportsman,** 275 Newbury St., Boston. (M-10) Hunting and fishing articles; short-stories up to 2000; photos, cartoons, cartoon ideas. H. G. Tappley. 1/2c, Pub.

**North American Trapper,** P.O. Box 663, Charleston, W. Va. (M) Articles and short-stories on hunting, fishing, woodcraft, wild life, fur farming, etc., up to 2000; novelettes up to 6000; photos, illustrations, outdoor verse. Charley Roy West. 3c to 1c, photos 50c to \$2, Acc.

**Outdoor Life,** 353 4th Ave., New York. (M-15) Articles on outdoor activities, sportsmen's interests, up to 3000. Raymond J. Brown. Up to 10c, \$3 up for photos, kinks, shorts, Acc.

**Pacific Sportsman,** 401 Sansome St., San Francisco. (M) Outdoor articles 500-1500. John C. Piver. No payment.

**Post Time,** 443 Plymouth Court, Chicago. (M-25) Articles dealing with horse racing; short-stories up to 2500; serials. Mark Mellon. Fiction 3c, articles 1 to 1/2c, Pub.

**Scholastic Coach,** 250 E. 43d St., New York. (M-25) Technical articles on football, basketball, track, field, 1000, for high and prep schools; photos, drawings. Jack Lippert. 1c, Pub.

**Sports Afield and Trails of the Northwoods,** 700 Phoenix Bldg., Minneapolis. (M-15) Stories of actual fishing, hunting trips 1500-2000, good photos. P. K. Whipple. 1 to 2c, Acc. or Pub.

**Sports Illustrated and the American Golfer,** 32 E. 57th St., New York. (M-25) Articles on all types of sport up to 1400; fillers, photos, cartoons. John Escher. 1/2c, Pub.

**Sportman,** The, 353 4th Ave., New York. (M-50) Articles on special aspects of amateur sports, fox-hunting, polo, yacht racing, gunning, fishing, etc., 1500-2500. Prefers query. Richard Ely Danielson. Good rates, Acc.

**Turf & Sport Digest,** 511 Franklin Ave., Baltimore, Md. (M-35) Articles on running horse-racing 2500-5000; racing short-stories up to 5000; serials up to 20,000, especially racing fiction. Edgar G. Horn. 3c, Pub. or Acc.

**Turf and Tanbark,** 103 Park Ave., New York. Horse and racing short-stories 4000, with illustrations if possible. J. H. Ramsom. Up to \$50 each, Acc.

## THEATRICAL, MOTION PICTURE, RADIO, "FAN" MAGAZINES

**Billboard,** The, 1564 Broadway, New York; 25 Opera Pl., Cincinnati, O. (W-15) Amusement articles on assignment only. A. C. Hartmann, E. E. Sugarman. Space rates, Pub.

**Greater Show World,** 1547 Broadway, New York. (2-M-10) Articles, short-stories, novelettes, fillers, on show people, theatrical business. Johnny J. Kline. 3c, Pub.

**Hollywood Magazine**, (Fawcett) 7046 Hollywood Blvd., Hollywood, (M-5) Film articles on assignment; fillers, photos. Wm. K. Gibbs. Liberal rates, Acc.

**Modern Screen**, (Dell) 149 Madison Ave., New York. (M-10) Movie fan personality, general articles 1500-2000; fillers, news items. Regina Cannon. Good rates, Acc.

**Motion Picture-Movie Classic**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Articles on motion pictures and stars, usually on assignment. 1800-2500. Good rates, Acc.

**Movie Mirror**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-15) Motion-picture fan material only on assignment. Ruth Waterbury; Hazel Berg, N. Y. editor. Good rates, Acc.

**Photoplay**, (Macfadden) 7751 Sunset Blvd., Hollywood, Calif. (M-25) Motion picture articles; short-stories; serials. Miss Ruth Waterbury. Good rates, Acc.

**Picture Play Magazine**, (S. & S.) 79 7th Ave., New York. (M-15) Motion-picture fan articles 1200-1500, usually on assignment. Norbert Lusk. Indefinite rates, Acc.

**Radio Mirror**, (Macfadden) Chanin Bldg., New York. (M) Radio fan features on stars and programs. Fred R. Sammis. Good rates, Acc.

**Radio Star**, (Dell) 149 Madison Ave., New York. (M-10) Fan stories, lives of radio personalities up to 2000. Lester C. Grady. Good rates, Acc.

**Movie Story Magazine**, (Fawcett) 1501 Broadway, New York. (M) Motion-picture fiction. Ralph Daigh. Good rates, Acc.

**Screen Book**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Short news articles on popular screen favorites, usually on assignment. Ted Magee. Liberal rates, Acc.

**Screenland**, 45 W. 45th St., New York. (M-25) Motion-picture feature articles. Miss Delight Evans. Fair rates, Pub.

**Screen Play**, (Fawcett) 7046 Hollywood Blvd., Hollywood, Calif. (M-10) Authentic articles of interest to movie fans, usually on assignment. Llewellyn Miller. Liberal rates, Acc.

**Screen Romances**, (Dell) 149 Madison Ave., New York. (M-25) Production stories and fictionization of motion-picture plays, by assignment. May Ninomiya. Rates by arrangement, Acc.

**Silver Screen**, (Screenland Mag., Inc.) 45 W. 45th St., New York. (M-10) Articles only about movie stars and pictures. Elliott Keen. Highest rates, Pub.

**Theatre Arts Monthly**, 40 E. 49th St., New York; 2 Ladbrooke Rd., London, W. 11, England. (M-50) Articles on theatre and associated arts 1800-2500; news items, photos. Edith J. R. Isaacs. 2c, Pub.

**Variety**, 154 W. 46th St., New York. (W-15) Theatrical articles, news, staff-written. Sidne Silverman. Space rates.

#### TRADE JOURNALS—MISCELLANEOUS

**Air Conditioning and Refrigeration News**, 5229 Cass Ave., Detroit, Mich. (W-10) Informative articles on servicing of refrigerating machines, successful ideas for promoting and selling electrical appliances, descriptions of air conditioning installations; news of more than local importance; human-interest photos. George F. Taubeneck. 1c, Pub.

**Air Conditioning** combined with **Oil Heat**, 232 Madison Ave., New York. (M) News on construction, operation, merchandising of oil burners and air conditioning. A. E. Coburn, assoc. ed. 30c incl., Pub.

**American Artisan**, 6 N. Michigan Ave., Chicago. (M) Merchandising articles with illustrations on experiences in warm-air heating and sheet metal work. J. D. Wilder. \$3.50 to \$10 page.

**American Baker**, The, 118 S. 6th St., Minneapolis. (M-10) Short success stories; baking innovations; examples of good merchandising. ½c and up, Acc.

**American Builder and Building Age**, 105 W. Adams St., Chicago. (M-25) Articles on activities of home-building contractors. B. L. Johnson. \$10 page, Pub.

**American Druggist**, 572 Madison Ave., New York. (M) News features 200-1000; photos. Howard Stephenson. High rates, Acc.

**American Hairdresser**, 386 4th Ave., New York. (M-35) Trade News. 1c, Pub.

**American Ink Maker**, 254 W. 31st St., New York. (M) News of printers' ink manufacturers and distributors. Low rate, Pub.

**American Lumberman**, 431 S. Dearborn St., Chicago. (Bi-W) News and features of lumber and building materials industry. E. C. Hole. \$3.50 column, Pub.

**American Paint & Oil Dealer**, 3713 Washington Blvd., St. Louis. (M) Retail paint selling articles, illustrated. Arthur A. Poss. Good rates, Pub. (Overstocked.)

**American Painter & Decorator**, 3713 Washington Blvd., St. Louis, Mo. (M-10) Accurate, descriptive articles on unusual decorating jobs, photos. George Boardman Perry. Up to 1c, Pub.

**American Paper Merchant**, 1911 Conway Bldg., Chicago. (M) News and features regarding paper merchants. F. G. Puley, ming. ed. ½c up, Pub.

**American Perfumer—Cosmetics—Toilet Preparations**, 9 E. 38th St., New York. (M-30) Technical articles on perfumes, cosmetics, soaps, etc., articles on merchandising of same from manufacturer's standpoint; news items on manufacturers. S. L. Mayham. Indefinite rates, features, Acc.; news, Pub.

**American Printer**, The, 9 E. 38th St., New York. (M-25) Technical articles for printing-plant executives, mostly written to specification. L. B. Siegfried. 1c up, Pub.

**American Roofer**, 404 4th Ave., New York. (M-25) Articles from roofing contractors, describing difficult jobs, salesmanship, advertising methods. James McCawley, 1c, photos \$1, Pub.

**American Silk & Rayon Journal**, 373 4th Ave., New York. (M-30) Articles on silk, rayon, textile industry 1500-3000. H. W. Smith. \$7.50 per 1000, Pub.

**Autobody Trimmer and Painter**, 128 Opera Place, Cincinnati. (M-20) Limited market for technical and merchandising articles of the trade. John R. Warrington. ½c, Pub.

**Automatic Heat & Air Conditioning**, 1900 Prairie Ave., Chicago. (M) Articles on firms selling automatic heat and air conditioning equipment. Good rates, Pub.

**Automatic World**, 120 St. Louis Ave., Ft. Worth, Tex. (M) News and features pertaining to vending machines. O. J. Branch. 20c column inch, Pub.

**Automobile Digest**, 22 E. 12th St., Cincinnati. (M-25) Methods and management articles of interest to service garage men. Ray Kuns. Indefinite rates, Acc.

**Automobile Trade Journal**, Chestnut and 56th, Philadelphia. (M-25) Features based on interviews with successful automobile dealers up to 1200. Elliott Curtis, Jr. 2c, Pub.

**Automotive Daily News**, 5th Floor, New Centre Bldg., Detroit, Mich. News correspondents in towns and cities of importance. Chris Sinsabaugh. 20c inch, photos \$1.50, Pub.

**Automotive Merchandising**, 97 Horatio St., New York. (M) Articles of interest to car dealers, garages, service stations, independent dealers, up to 2000. Photos. Stanley F. McMinn. 1c, Pub.

**Bakers' Helper**, 330 S. Wells St., Chicago. (Bi-W-25) Business-building plans for bakers, technical articles, chiefly supplied by staff. V. E. Marx. 35c inch (73 words), Pub.

**Bakers Weekly**, 45 W. 45th St., New York. (W-10) News correspondents in principal cities. Bakery features, selling ideas, window displays. Albert Klopfer. Space rates, Pub.

**Bakers Review**, 330 W. 42d St., New York. (M) Successful merchandising plans of bakers, technical articles of the trade. C. W. Webster. 20c inch, Pub. (Buys little.)

**Barrel & Box & Packages**, 205 W. Wacker Dr., Chicago. (M) Articles and news items dealing with manufacture and use of wooden containers. 25c inch, Pub.

**Beach and Pool**, 404 4th Ave., New York. (M-25) Illustrated articles on swimming and beach operation, management, swimming-pool design, construction, sanitation, etc., 1000. 1c up, photos \$1.50 up, Pub. (Overstocked.)

**Black Diamond, The**, 431 S. Dearborn St., Chicago. (Bi-W-20) Practical method articles in the coal industry. A. T. Murphy. ½c up, Pub.

**Bookbinding & Book Production**, 50 Union Square, New York. (M) News of book printing and bookbinding trade. Query on features. D. M. Glixon. ½c up, Pub.

**Boot & Shoe Recorder**, 239 W. 39th St., New York. (W-25) "Success" stories from retail shoe stores; news. Regular correspondents. Arthur D. Anderson. 1c, Pub.

**Boys' Outfitter**, 175 5th Ave., New York. (M) Interviews with boys' department buyers. Regular correspondents. Ivan Block, 25c column inch, Pub.

**Brewer and Dispenser**, 501 Maritime Bldg., Seattle, Wash. (M) News, features. Pacific coast beer industry. Indefinite rates.

**Brewers' Journal**, 431 S. Dearborn St., Chicago. (M) News and features of the brewing industry. H. S. Rich. Indefinite rates, Pub.

**Brewery Age**, 43 E. Ohio St., Chicago. (M-30) News and features of the brewing industry. Jos. Dubin. Indefinite rates, Pub.

**Brick & Clay Record**, 59 E. Van Buren St., Chicago. (M-50) News and features of brick and clay industry. Regular correspondents. H. V. Kaeppl, mng. ed. 1c up, Pub.

**Building & Modernization**, 9 E. 40th St., New York. (M-25) Articles dealing with unusual building or building modernization jobs, with photos and plans. 500-2000. H. D. Vernam. \$10 page, Pub.

**Building Supply News**, 59 E. Van Buren St., Chicago. (M-30) News of lumber and building supply dealers, 100 words maximum; reports of conventions; 200-300 word articles for departments. "Practical Aids to Profit," and "Yard Kinks." John H. Van Deventer, Jr. 40c inch, Pub.

**Bus Transportation**, 330 W. 42d St., New York. (M-35) Practical bus operation articles 1500, 2 or 3 photos. C. W. Stocks. ½c, Acc. News items, first 100 words 2c, bal. each item ½c, Pub. (Query.)

**Casket & Sunnyside**, 487 Broadway, New York. (M-25) Interviews with morticians on mortuary management. Seabury Quinn. ½c, Pub. (Query first.)

**Ceramic Industry**, 59 E. Van Buren St., Chicago. (M-50) News items, pottery, glass, enamel plants, executives, sales campaigns, production activity. H. V. Kaeppl. 1c, Pub.

**Chain Store Age**, 93 Worth St., New York. (M-35) Feature articles, assignment only. G. M. Lebhar. About ½c, Pub.

**Cleaning and Dyeing World**, 330 W. 42d St., New York. (M) Technical articles, merchandising, advertising, window display, success stories. A. R. Kates. About ½c, Pub.

**Coin Machine Review**, 1113 Venice Blvd., Los Angeles. (M) Maintains regular correspondents in principal cities. H. L. Mitchell, Assoc. Ed. Fair rates, Pub.

**Commercial Car Journal**, Chestnut and 56th Sts., Philadelphia. (M-25) Articles on servicing and operating methods of truck fleet operators, particularly methods for effecting economies 1500. George T. Hook. Minimum for feature, \$25, Pub.

**Confectionery and Ice Cream World**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Fair rates, Pub.

**Confectioners Journal**, 437 Chestnut St., Philadelphia. (M-35) Illustrated articles on wholesale candy manufacturing companies, describing production methods or merchandising policies from manufacturer's point of view. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.

**Confectioners News**, 437 Chestnut St., Philadelphia. (M) Illustrated articles, 1000 (or less) on jobbing confectionery businesses, showing how named jobbers employ profitable methods or policies. Stories showing how candy jobbers assist retailers in display and disposal of confections. Eugene Pharo. Up to 1c, photos \$1 to \$3, Acc.

**Corsets & Brassieres**, 267 5th Ave., New York. (M) Query on department or specialty shop features. J. H. Bowman. ½c, Pub.

**Corset & Underwear Review**, 1170 Broadway, New York. (M-35) Articles, buyer news, feature articles for corset and brassiere departments, specialty shops. Louise Campe. ½c, Pub.

**Cracker Baker, The**, 45 W. 45th St., New York. (Chicago office, 360 N. Michigan Ave.) (M-20) Stories pertaining to biscuit and cracker industry; plant write-ups; sales stories; practical or technical articles; human-interest and success stories. Query. L. M. Dawson, 30 to 50c inch, Pub.

**Creamery Journal**, Waterloo, Ia. (M) Articles on cheese manufacture and distribution. E. S. Estel. Approx. 5c, Pub.

**Crockery and Glass Journal**, 1170 Broadway, New York. (M) Illustrated articles on china and glass sales promotion stunts in retail stores, 1000; interviews with buyers; merchandising stories; news items; photos. John Regan. 5c, Pub.

**Dairy Produce**, 110 N. Franklin St., Chicago. (2M-15) Limited market for illustrated features on processing and merchandising of dairy products. C. S. Paton. Up to 1c, Pub.

**Dairy World**, 608 S. Dearborn St., Chicago. (M-10) Merchandising and improved quality of product articles of proved merit; new or remodeled plant articles on dairy plants (milk, ice-cream, butter, cheese, dairy by-products); articles on milk plants preferred, 500 to 2000, with photos, ads. E. C. Ackerman. 1c, ads \$1, photos \$1 to \$3 and up, Pub.

**Decorative Furnisher, The**, 381 4th Ave., New York. (M) Illustrated articles of interest to interior decorators, decorative departments in high-class department stores, home furnishers, and retailers. Good rates, Pub. (Overstocked.)

**Diesel Digest**, 304 S. Broadway, Los Angeles. (M-25) Occasional articles 1000 to 2000, descriptive of new Diesel usages or novel installations. Illustrations. Robt. G. Agee. 5c, photos 50c, Pub.

**Diesel Power**, 192 Lexington Ave., New York. (M-35) Articles on economics of Diesel plant operation 2000; photos. Lacey H. Morrison. 1c, Pub.

**Diesel Transportation**, (Supplement to Diesel Power) 192 Lexington Ave., New York. Illustrated articles on use of Diesel engines in locomotives, rail cars, tractors, etc. Lacey H. Morrison. 1c, Pub.

**Distribution & Warehousing**, 249 W. 39th St., New York. (M-30) Articles of interest to national distributors who use public merchandise and cold-storage warehouses. Kent B. Stiles. 5c up, photos \$2, Pub.

**Domestic Engineering**, 1900 Prairie Ave., Chicago. (M-25) Plumbing, heating, and air conditioning trade merchandising and technical articles up to 3000. Wm. W. Gothard, Jr., Pub.

**Druggists' Circular, The**, 12 Gold St., New York. (M-25) Druggist success articles. R. W. Rodman. Indefinite rates, Pub.

**Drug Topics**, 330 W. 42d St., New York. (W-10) Retail drug trade. Dan Rennick, Mng. Ed. 1c, Pub.

**Drug Trade News**, 330 W. 42d St., New York. (Bi-W) News of drug manufacturers in drug and toilet goods fields. Dan Rennick, Mng. Ed. Indefinite rates.

**Drug World**, 572 Madison Ave., New York. (Bi-W) News covering manufacturing and wholesaling activities in drug, cosmetics and soda fountain fields. Query on coverage. Charlie Cunneen. 50c inch, Pub.

**Dry Goods Economist**, 239 W. 39th St., New York. (Bi-M-15) Articles of specific interest to department store field, up to 750. C. K. MacDermit, Jr., Mng. Ed. 1½c, photos \$2, special rates on best material, month after acceptance.

**Dry Goods Journal**, 507 W. 10th St., Des Moines, Ia. (M) Only outstanding merchandising articles about store departments bought. Largely staff-written. K. L. Boreman. 1c, Acc.

**Editor & Publisher**, 1700 Times Bldg., New York. (W-10) Daily newspaper trade articles, news items. James Wright Brown. \$2 a column up, Pub.

**Electrical Dealer**, 360 N. Michigan Ave., Chicago. Illustrated features, up to 2000; "shorticles" on merchandising electrical and radio appliances. Stanley A. Dennis. 1c, Pub.

**Electrical South**, Grant Bldg., Atlanta, Ga. (M-10) News and features of interest to electric power companies, Southern contractors, dealers, wholesalers. Carl W. Evans. 5c to 1½c, Pub.

**Electrical Wholesaling**, 330 W. 42d St., New York. (M-25) Largely staff-written. Query editor on possible features. E. T. Rowland. Good rates, Pub.

**Excavating Engineer**, S. Milwaukee, Wis. (M-25) Semi-technical articles on excavation by power shovel, dragline, dredge, clam shell, excavating contracts, open pit mining, quarry, drainage 500-2000. Arnold Andrews. 1c, photos \$1, cartoons on shovel subjects \$1 to \$2, Pub. (Query.)

**Factory Management & Maintenance**, 330 W. 42d St., New York. (M) Query editor on articles on factory management and maintenance methods. L. C. Morrow. Good rates, Pub.

**Federated Automotive Service News**, 223 S. Waverly Drive, Dallas, Tex. (M-20) Short news items pertaining to local trade associations of auto repair men, tire and battery men, gas and oil retailers, etc. Overstocked. File name for possible assignment. C. C. Hayley. 1c, Pub.

**Feed Bag, The**, 741 N. Milwaukee St., Milwaukee. (M-25) Illustrated articles on out of the ordinary merchandising ideas used by feed dealers 750-1000. Specifically from N. E. quarter of the U. S. David K. Steenbergh. 1c, Pub.

**Feedstuffs**, 118 S. 6th St., Minneapolis. (W-5) Articles on merchandising, cost accounting, general business practices, applicable to the feed trade. Harvey E. Yantis. 5c, Acc.

**Film Daily**, 1650 Broadway, New York. (D) News of the film industry. J. W. Alicoate. Space rates.

**Fine Furniture**, 155 Ottawa Ave., N. W., Grand Rapids, Mich. (M) Illustrated style and merchandising features concerning furniture trade; merchandising shorts. Rod McKenzie. 5c, Pub.

**Fishing Gazette**, 461 8th Ave., New York. (M-25) Illustrated articles on all branches of commercial fishing (no sport fishing). Prefers preliminary outline. Carroll E. Pellissier. Articles \$5 page, news 25c inch, photos \$1, Acc.

**Food Field Reporter**, 330 W. 42d St., New York. (Bi-W) News of the food and grocery product manufacturers. Dan Rennick. 1c, Dept. items 8c line, Pub.

**Ford Dealer and Service Field**, 407 E. Michigan St., Milwaukee. (M-25) Ford trade articles preferably under 200, on selling, service, parts merchandising, administration, Ford super-service station operation, Ford truck experience stories from users. 1c, Acc.

**F.T.D. News**, 251 W. Larned St., Detroit. (M) Florists' trade news, regular correspondents. M. Bloy. Fair rates, Pub.

**Furniture Age**, 2225 Herndon St., Chicago. (M-50) Illustrated merchandising shorts and home furnishing trend articles 100 to 1500, in re furniture, rugs, draperies, refrigeration, washing machines, radios, toys; featuring outstanding promotions, new stores, model houses, unusual merchandising methods. Must be well illustrated. J. A. Gary. 1c, photos \$2, Pub.

**Furniture Index**, Jamestown, N. Y. (M) Features and shorts on furniture merchandising. L. M. Nichols. 1c, Pub. (Slow to pay.)

**Furniture Record**, 342 Madison Ave., New York. (Q) Feature articles on furniture trade. Wm. C. Fank. Indefinite rates.

**Gas Age Record**, 9 E. 38th St., New York. (W) Articles and news of gas companies; interviews with public utility heads. H. O. Andrew. 1c, Pub.

**Geyer's Stationer and Business Equipment Topics**, 260 5th Ave., New York. (M) Brief feature articles in stationery, office equipment, allied fields, with photos, giving novel sales promotion ideas, window display, advertising, etc., based on actual interviews. Thos. V. Murphy. \$5 each, Pub.

**Gift & Art Buyer**, 260 Fifth Ave., New York. (M) Brief interviews, illustrated, on gift and art, home decorative accessories, greeting card, allied fields, promotion methods, advertising, etc. Thomas V. Murphy. \$5 each, Pub.

**Gloves**, Gloversville, N. Y. (M-25) Very limited market for news and features of the retail and wholesale glove trade. Benthune M. Grant, Jr. 1c, Pub.

**Guide, The**, Commercial Exchange Bldg., Atlanta, Ga. (M-50) Articles on merchandising, advertising, production, selling, management, delivery fleets maintenance, layout of production line, etc., in modern steam laundry and dry cleaning plants, 750 to 1200, general news items 50 to 100. R. L. Simms. 5c to 1c, photos 50c to \$1, Pub.

**Hardware Age**, 239 W. 39th St., New York. (2-M-15) Illustrated features on retail hardware stores. Charles J. Heale. \$12 (page) (about 1½ to 2c per word), Pub.

**Hardware Retailer**, 130 E. Washington Bldg., Indianapolis. (M-25) Illustrated hardware merchandising features. Rivers Petersen. 1c, Pub.

**Hardware World**, Burnham Bldg., 160 N. LaSalle St., Chicago. (M) Limited market for hardware merchandising stories, also housewares, china, glass 200-1000. Henry E. Ashmun. 1c, photos \$1, 30 days after Pub.

**Hat Life**, 1123 Broadway, New York. (M) Query on hat trade features. Ernest Hubbard. Good rates, Acc.

**Haul-Age**, Studebaker Corp., South Bend, Ind. Well illustrated brief yarns with Studebaker truck as "hero." Frederick O. Schubert. 1c up, photos extra, Acc.

**Hotel Bulletin**, 260 Tremont St., Boston. (Bi-M) Articles on hotel maintenance and management. Wm. C. Fank. 5c, Pub.

**Heating, Piping and Air Conditioning**, 6 N. Michigan Ave., Chicago. (M-25) Articles covering design, installation, operation, maintenance, of heating, piping and air-conditioning systems in industrial plants and large buildings up to 2500, mostly by engineers. C. E. Price. Good rates, Pub.

**Health Foods Retailing**, Box 50, San Francisco. (M) Interviews with health-food merchandisers. Helen T. Kordel. 5c, Pub. or 1c, Pub. with photo. Additional photos \$1 each extra. Sales promotion ideas (100 words), \$2, Pub.

**Hide and Leather**, 20 Vesey St., New York. (W-15) Technical tannery and shoe manufacturing articles; brief news articles on new leather products, production methods, sales promotion campaigns by shoe and leather manufacturers. Query. James G. Peede. 1c, Pub.

**Hotel Management**, 222 E. 42d St., New York. (M-25) Articles on hotel financing, maintenance, operation; remodeling of clubs. Action photos. Short ideas. J. O. Dahl. 1½ to 5c, Acc.

**Hotel Monthly**, 950 Merchandise Mart, Chicago. (M) Hotel news and features. Space rates, Pub.

**Hotel World-Review**, 222 E. 42d St., New York. (W-5) Mostly hotel news. Query on news and features. A. M. Adams. 5c to 1c, Acc.

**House Furnishing Review**, 1170 Broadway, New York. (M) Illustrated news, feature, promotional articles from housewares, bath shops and major appliance departments 300-700. Julius Elfenbein. 5c, \$1 for photos, Pub.

**Ice Cream Field**, 45 W. 45th St., New York. (M-25) Business building articles for wholesale ice cream plants 750 to 1500. W. H. Hooker. 5c up, photos 50c to \$1, Pub. (Buying little; query first.)

**Ice Cream Trade Journal**, 171 Madison Ave., New York. (M-25) Convention reports (on order); articles on management, manufacturing, distribution and sales activities of special wholesale ice-cream companies 500-2000. Harry W. Huey. 1c, Pub.

**Ice & Refrigeration**, 435 N. Waller Ave., Chicago. (M-35) Ice-cream, cold-storage, refrigeration articles and news; also articles on ice merchandising. J. F. Nickerson. Indefinite rates, Pub.

**Implement Record**, 420 Market St., San Francisco. (M) Materials mostly secured direct from trade, but occasional news purchased. Query. Osgood Murdock. Varying rates, Acc.

**India Rubber World**, 420 Lexington Ave., New York. (M-35) Technical rubber articles, 2500. S. C. Stillwagon. 8c, Pub.

**Industrial Finishing**, 802 Wulsen Bldg., Indianapolis. (M-20) Articles of interest or value to industrial users of finishing materials, equipment, supplies in factories, 100 to 1500. W. H. Rohr. 5c to 1c, Pub.

**Industrial Marketing**, 100 E. Ohio St., Chicago. (M) News and features on industrial marketing and advertising. Ralph O. McGraw. 1c, Pub.

**Industrial Retail Stores**, Southern Bldg., Washington, D. C. (M-20) Merchandising articles and success stories on "company store" operations, 500 to 1000. Hull Bronson. 5c, Pub.

**Industry & Welding**, Industrial Pub. Co., 812 Huron Rd., Cleveland. (M-Free) Constructive articles for the welder. Irving B. Hexter, 1c, Pub.

**Infants' & Children's Review**, 1170 Broadway, New York. (M) Articles on merchandising of infants' and children's garments; news of buyers. Arthur I. Mellin, 3c, Pub.

**Inland Printer**, 205 W. Wacker Dr., Chicago. (M-40) Constructive articles on production, selling, management problems of printing industry. J. L. Frazier. Indefinite rates, Pub.

**Insurance Field**, 322-28 W. Liberty St., Louisville, Ky. (W-15) Correspondents covering fire, casualty, life insurance news in all principal cities. M. R. McGruder. About 3c, Pub.

**Insurance Salesman**, 222 E. Ohio St., Indianapolis. True stories of life insurance helping beneficiaries and policyholders in unusual ways, up to 1200. Sharp prints, candid or action photos of life insurance men. Query with name first. \$2 to \$3.50, Acc. C. Robinson, 3c to 1c, Acc.

**International Blue Printer**, 431 S. Dearborn St., Chicago. (M-30) Illustrated technical articles on blue printing, photo copying, mechanical and constructive engineering, 2000 or less. Glen Edwards, 1c, photos \$1, Pub.

**Jewelers' Circular-Keystone**, 239 W. 39th St., New York. (M-25) Storekeeping, merchandising articles for retail jewelers. A. Merchant Clark, 40c inch, Pub.

**Knitted Outerwear Age**, 93 Worth St., New York. (M) Regular protected correspondents in principal cities. News and merchandising features. Bertram M. Lebar, 1c to 2c, Pub.

**Laundry Age**, 330 W. 42d St., New York. (M-25) Articles on assignment only. J. M. Thacker. Indefinite rates, Pub.

**Linen & Domestic**, 1170 Broadway, New York. (M-10) Trade and feature articles on linens, goods, blankets and towels; interior or window display photos. Query on anything special. Julian Elfenbein, 3c, photos \$1, Pub.

**Liquor Store and Dispenser**, 205 E. 42d St., New York. (M-30) Illustrated merchandising articles 800 for wine and liquor retailers, hotels and restaurants. Hartley W. Barclay, 1c, photos \$1.50, Pub.

**Lubrication and Maintenance**, 624 S. Michigan Ave., Chicago. (M) Almost entirely staff-written; occasionally buys an assigned article. Query. Brandon E. Rourke. Good rates.

**Luggage and Leather Goods**, 1170 Broadway, New York. (M) Successful merchandising plans, department store handbag and luggage departments. Unusual window displays and interior layouts. News about buyers. Arthur Mellin, 3c, Pub.

**Magazine of Light**, The, Nela Park, Cleveland, O. (10 issues a year-20) Feature articles of modern lighting installation with a merchandising and engineering appreciation, 1000. J. L. Tugman, 1c, Acc.

**Meat Merchandising**, 105 S. 9th St., St. Louis, Mo. (M-20) Articles on personnel management; unusual merchandising schemes for meat or canned goods; funny cartoon ideas for meat markets. Frank J. Maher, 1c, Pub.

**Men's Wear**, 8 E. 13th St., New York. News and features on men's wear departments or stores. H. J. Waters. Good rates, Pub.

**Mida's Criterion**, 400 W. Madison St., Chicago. (M) News of liquor and wine trade. Query. R. B. Birch, Jr., 3c, Pub.

**Mill & Factory**, (Conover-Mast Corp.) 205 E. 42d St., New York. (M-35) Now buying technical articles for balance of 1936. Query editor for copy of magazine and instructions. Hartley W. Barclay, 1c and up, usually Acc.

**Modern Brewer**, 205 E. 42d St., New York. (M-40) Interviews with brewers and brew-masters on technical problems; biographical sketches of brewery executives on assignment only. Hartley W. Barclay, 1c up, usually Acc.

**Modern Packaging**, 425 4th Ave., New York. (M-50) Illustrated articles on package production and merchandising window and counter display, on assignment only. D. E. A. Charlton, 1 to 4c, Pub.

**Modern Plastics**, 425 4th Ave., New York. (M-50) Articles on plastic materials, plastic products, uses, adaptations, on assignment only. E. F. Lougee.

**Modern Stationer**, 250 5th Ave., New York. (M-25) Illustrated dealer stories. David Manley, 1c, photos \$2.50, Pub.

**Model Maker**, Wauwatosa, Wis. (Bi-M-25) Articles, up to 2000, describing working steam model locomotives, gas engines, power boats, model stationary engines. A. C. Kalmbach, 3c approx., Pub.

**Motion Picture Herald**, Rockefeller Center, New York. (W) Authoritative material of interest to motion-picture exhibitors in conduct of business, acutely technical. Terry Ramsaye. Indefinite rates, Pub.

**Motor**, 572 Madison Ave., New York. (M) Articles on merchandising, service and management for new car dealers, repair-shop operators, automotive jobbers. Neal G. Adair. Good rates, Pub.

**Motor Service**, 549 W. Washington Blvd., Chicago. (M) Garage technical and management articles. Submit outline. A. H. Packer. Good rates, Acc.

**Motorship and Diesel**, 192 Lexington Ave., New York. (M-25) News items on Diesel powered boats and short articles on marine Diesel performance. L. R. Ford, 1c, Pub.

**Music Trades**, 113 W. 57th St., New York. (M-25) News and features of the music business. W. J. Dougherty, 1c, Pub.

**National Bottlers' Gazette**, 80 Broad St., New York. (M-50) Features of interest to the bottled soft drink industry. W. B. Keller, Jr. \$7.50 page, Pub.

**National Carbonator & Bottler**, Commercial Exchange Bldg., Atlanta. (M-50) Illustrated articles on merchandising, advertising, production, selling, management, delivery fleets for soft drink industry, in actual use, 750-1250; news items 50-100. 3c to 1c, photos 50c to \$1, Pub.

**National Cleaner & Dyer**, 305 E. 45th St., New York. (M-25) Feature articles; short items 100-1000 of cleaning and dyeing trade. Roy Denney. About 3c, Pub.

**National Clothier**, Merchandise Mart, Chicago. (M) Short merchandising ideas, features. Allen Sinsheimer, 3c, Pub.

**National Jeweler**, 536 S. Clark St., Chicago. (M-25) Limited market for illustrated articles with news, merchandising slant, 250 to 500. Francis R. Bentley, 3c to 1c, Acc.

**National Provisioner**, 407 S. Dearborn St., Chicago. (W-20) Practical illustrated merchandising articles on meat packing plants, meat distribution from plant to consumer. Paul L. Aldrich, 3c up, Pub.

**New England Electrical News**, 250 Stuart St., Boston. (M-20) Articles on successful electrical contractors 2500. E. Frost, Flat payment, rate not specified, 30 days after Pub.

**Northwestern Miller**, 118 S. 6th St., Minneapolis, Minn. (W-5) Merchandising articles about or of interest to millers and wholesale distributors. Carroll K. Michener, 3c, Acc.

**Notion and Novelty Review**, 1170 Broadway, New York. News of notion department buyers. Merchandising features. A. I. Mellin, 3c, Pub.

**Office Appliances**, 20 N. Wacker Dr., Chicago. (M) Articles on selling office equipment. Evan Johnson, 30c inch, Pub.

**Optometric Weekly**, 5 N. Wabash Ave., Chicago. (W) Optometric profession and trade miscellany. Indefinite rates.

**Outdoor Amusement Magazine**, 404 4th Ave., New York. Issued in season.) Constructive articles on general amusement park operation with photos. S. Hoffman, 1c, photos \$1.50, Pub.

**Pacific Drug Review**, Woodlark Bldg., Portland, Ore. (M-25) Articles on drug merchandising, window and inside display, advertising. F. C. Felter. Nominal rates, Pub.

**Packing & Shipping**, 30 Church St., New York. (M-25) Items of interest to packing and shipping depts. of industrial companies, on packing, loading, handling, distribution, loss and damage in shipping, etc., 1000. C. M. Bonnell Jr. 3c to 1c, photos 50c to \$1, Pub.

**Paper Converters and Envelope Industry**, 1911 Conway Bldg., Chicago. (M) Merchandising articles to 1200; descriptions of new paper products. F. G. Pulley, mng. ed. 3c, Pub.

**Petroleum Age**, 500 N. Dearborn St., Chicago. (M-25) Merchandising petroleum products, auto accessories by independent oil marketing companies; details of successful oil-jobbing concerns. O. F. List, 3c, photos 50c, Pub.

**Petroleum Marketer**, The, 3301 Buffalo Drive, Houston, Tex. (M-20) Articles on merchandising and management from experience of petroleum jobbers. Grady Triplett, 1c up, Acc.

**Picture and Gift Journal**, 537 S. Dearborn St., Chicago. (M-20) Merchandising articles on gift and picture shops, photos. J. C. Raleigh. About 3c, photos, 50c to \$1, Pub.

**Playthings**, 381 4th Ave., New York. (M-25) Limited market for toy merchandising features 2000-2500. J. M. Cloud, 3c, Pub.

**Plumbing and Heating Trade Journal**, 515 Madison Ave., New York. (M-25) Articles covering current trends in plumbing and heating business; unusual merchandising, management methods of successful contractors with pertinent high-grade human-interest illustrations, 1000. J. P. Koellisch. Good rates, Pub.

**Power**, 330 W. 42d St., New York. (M-35) Technical articles on power generation by engineers or power executives, up to 1500. \$10 to \$12 page, 1000 words, Pub.

**Power Plant Engineering**, 53 W. Jackson Blvd., Chicago. (M-25) Articles on power plant operation, appliances and use, 500-1500. Arthur L. Rice, 6/10c, Pub.

**Power Wagon**, 536 Lake Shore Drive, Chicago. (M) Articles on operation and maintenance of large fleets. A. W. Stromberg, 1c, Pub. (Slow to use.)

**Practical Builder**, 59 E. Van Buren St., Chicago. (M-25) Brief illustrated articles dealing with practical problems of the small contractor, 300; trade information, how-to-do-it articles, photos. Phil W. Hanna, 70c inch, Pub.

**Printing**, 41 Park Row, New York. (M-25) Printing plant and sales management articles up to 1200, trade news of employing printers and their plants. Charles C. Walden, Jr., Ed.; Ernest F. Trotter, mng. ed. 30c inch, photos 3c space rates, Pub.

**Progressive Grocer**, 161 6th Ave., New York. (M-20) Illustrated idea articles 100-200, grocery trade articles, especially success stories, 1200-1500; photos. Ralph F. Linder, 1c to 2c, Acc. Original jokes with grocery slant, \$1 each. Attractive photos of food window and interior displays, meat displays. \$3 to \$5 each.

**Publishers Weekly**, The, 62 W. 45th St., New York. (W-15) Articles about and of interest to the booktrade 1500-2000. Frederick G. Melcher, 1c, 10th of mo. following Pub.

**Radio & Electric Appliance Journal** (including **The Radio Merchant**), 1270 6th Ave., New York. (M) Trade news and features. Limited market. Daniel Webster. Fair rates, Pub.

**Radio Weekly**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Low rates, Pub.

**Railway Mechanical Engineer**, 30 Church St., New York. (M-35) Railroad shop kinks, photos. Roy V. Wright, 50c inch, Pub.

**Real Estate Record**, 119 W. 40th St., New York. (W-50) M-25) Articles on building management (office and apartment buildings). Norbert Brown, 1c, Pub.

**Refrigeration**, 711 Glenn St., S.W., Atlanta, Ga. (M-50) Name and fact stories on ice refrigeration and merchandising of ice and ice refrigerators. Hal Reynolds, \$4 column, Pub.

**Restaurant Management**, 222 E. 42d St., New York. (M-25) Pictorial shorts; short articles on cafeterias, counter lunch rooms, store and industrial restaurants; illustrated; short ideas. J. O. Dahl, 1c up, Acc.

**Retail Bookseller**, The, 55 5th Ave., New York. (M-15) Approved articles of practical interest to booksellers and rental library proprietors, 1500-2500. Francis Ludlow, 1c, Acc.

**Retail Ledger and Homeware**, 260 Tremont St., Boston. (M) Articles on department store management, promotions, etc. Wm. C. Pank, 3c, Pub.

**Retail Tobacconist**, 117 W. 61st St., New York. (2M-15) Articles on business methods of successful tobacconists 500-1500. H. P. Patrey, 3c, Pub.

**Rock Products**, 205 W. Wacker Dr., Chicago. (M) Articles on cement, lime, gypsum quarries, sand and gravel plant operations, etc. Indefinite rates, Pub.

**Rough Notes**, 222 E. Ohio St., Indianapolis. (M) Business-getting ideas of interest to fire and casualty insurance salesmen. Irving Williams. Fair rates, Pub.

**Rubber Age**, 250 W. 57th St., New York. (M-25) Articles of interest to manufacturers of rubber products up to 2400. M. E. Lerner. \$8 page, Pub.

**San Francisco Styles and Selling**, 507 Montgomery St., San Francisco. (M) Very brief selling ideas used by Pacific Coast dry goods, department and general stores. 20c inch, photos up to \$2, Pub.

**Seed World**, 223 W. Jackson Blvd., Chicago. (2M) Articles on growing and merchandising seeds. W. L. Oswald. 3c, Pub.

**Shipping Management**, 404 4th Ave., New York. (M-25) Articles of interest to shippers of leading manufacturing, wholesale, and retailing firms. 1c, Pub.

**Shoe Repair Service**, 702 Commercial Bldg., St. Louis. (M-Gratis) Constructive articles pertaining to shoe repairing by high-grade shoe rebuilders, 300-1500; fillers 50-100. A. V. Fin-gulin. 3c to 1c, Pub.

**Soda Fountain Magazine, The**, 420 Lexington Ave., New York. (M-15) Illustrated articles on business-building methods for soda fountains, soda lunches, up to 1000. V. E. Moynahan. 1c, Pub.

**Southern Baker**, 542 M. & M. Bldg., Houston, Tex. (M-10) News and features of Texas, Alabama, Florida, Georgia, N. Carolina, S. Carolina, Mississippi, Tennessee, Arkansas, Louisiana, Oklahoma and New Mexico baking industry. Charles Tunnell. 3c to 1c, photos \$1, Pub.

**Southern Funeral Director**, 711 Glenn St., S. W., Atlanta, Ga. (M-25) Articles of interest to southern morticians; merchandising in display rooms, collections, advertising. Hal Reynolds. \$8 page, Pub.

**Southern Hardware**, 1020 Grant Bldg., Atlanta, Ga. (M-25) Illustrated articles on management and merchandising methods in southern hardware stores. T. W. McAllister. 1c up, Pub.

**Southwestern Bottler**, 454 Soledad St., San Antonio, Tex. (M-10) Practical merchandising articles based on interviews with specific bottlers in New Mexico, Oklahoma, Louisiana and Arkansas. Laney McMath. 3c up, Pub.

**Spice Mill, The**, 106 Water St., New York. (M-35) Feature articles on tea, coffee, spices, condiments and flavoring, especially dealing with practical manufacturing and merchandising problems. C. S. Sewell. 3c to 1c, Pub.

**Sporting Goods Dealer, The**, 10th and Olive Sts., St. Louis, Mo. (M) Illustrated interviews on sporting goods merchandising, store arrangement, news. H. G. Heitzberg. 3c up, Pub.

**Sporting Goods Journal**, 400 W. Madison St., Chicago. (M) Specific articles describing merchandising programs of sports stores, 500-1000; photos. Ames A. Castle. 3c up, Pub.

**Starchroom Laundry Journal**, 305 E. 45th St., New York. (M-25) Feature articles on the laundry business, 1000. Noel Grady. 3c to 1c, Pub.

**Southern Knitter**, Clark Pub. Co., Charlotte, N. C. (M) Technical articles pertaining to knit goods manufacturer. David Clark. Indefinite rates, Pub.

**Telegraph Delivery Spirit**, Suite 805, H. W. Hellman Bldg., Los Angeles. (M-50) Illustrated business-building features of florist trade, covering T. D. S. members and florist supply houses, growers, wholesalers of flowers. James Madison Aubrey. 3c, Pub.

**Tires Magazine**, 420 Lexington Ave., N. Y. (M-25) Merchandising and servicing articles on tire retailers and superservice station operators 1500-2000. Jerome T. Shaw. 3c to 1c, news items 25c inch, fillers 3c, photos \$2, Pub.

**Toilet Requisites**, 101 W. 31st St., New York. (M) Class magazine for retailers of the better types of toilet goods including department stores and retail druggists, with specialized toilet goods departments. Features dealing with dealer helps, ideas, general news items. Elmer Sheets. 1c, Pub.

**Tool Engineer, The**, 2842 W. Grand Blvd., Detroit. (M) Technical articles on mass manufacturing methods, new processes, new types of fixtures, etc. Roy T. Bramson. \$10 page (3 col. 10 in.-10 pt.), Pub.

**Toys and Bicycles**, 307 N. Michigan Ave., Chicago. (M) Illustrated merchandising features from leading toy departments and stores, 250-1200. Corina Daugherty. 3c, Pub.

**Underwear and Hosiery Review**, 93 Worth St., New York. (M) Protected correspondents in principal cities. News and merchandising features. Bertram M. Lebhar. 3c to 2c, Pub.

**United States Tobacco Journal**, 99 Hudson St., New York. (W) Correspondents in principal cities provide news coverage. Rates, Pub.

**Upholstering**, 373 4th Ave., New York. (M) Articles of dollars-and-cents value to makers of upholstered furniture, both manufacturing and work room. Indefinite rates, Pub. (Not in market.)

**Voluntary and Cooperative Groups Magazine, The**, 114 E. 32d St., New York. (M) Constructive articles for heads of voluntary and cooperative organizations 1000-2000. Gordon Cook. 3c, photos \$1, Pub.

**Wallpaper Magazine**, 9 E. 40th St., New York. (M-25) Official publication of Wallpaper Institute. Uses limited amount of merchandising material and news. Ralph O. Ellsworth, Pub.

**Welding Engineer**, 608 S. Dearborn St., Chicago. (M) Technical and practical articles of interest to welding departments and shops. F. L. Spangler, 1c, Pub.

**Western Beverage**, 627 Mills Bldg. (M-25) Articles covering winery and spirits industries of West. P. T. Carre, mng. ed. Rates not at hand.

**Western Brewing World**, 420 S. San Pedro, Los Angeles. (M) News and features of brewing industry of West. Robt. J. Pritchard. Query on features. Good rates, Pub.

**Western Confectioner and Ice Cream News**, 420 S. San Pedro St., Los Angeles. (M-25) News and features of Western candy, ice-cream, fountain trade. Query on features. H. H. Marquis. 25c inch, Pub.

**Western Hotel Reporter**, 681 Market St., San Francisco. (M-15) Illustrated articles of interest to hotel and restaurant men 1500. Jay G. Hilliard. 20c inch, Pub.

**Western Plumbing & Heating Journal**, 3665 S. Vermont Ave., Los Angeles. (M) Trade news and features from west of the Rockies. John B. Reeves. Indefinite rates, Pub.

**Wine Review**, 420 S. San Pedro St., Los Angeles. (M-25) Articles of interest to wineries; news items. Query on features. H. H. Marquis. 25c inch, Pub.

**Wood Construction**, Xenia, O. (2M-20) News articles on retail lumber and building supply dealers, based on specific interviews. Findley M. Torrence. 16c inch, including art, Pub.

## LIST D

### Juvenile and Young People's Publications

**Ambassador, The** (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Ages 13 to 17. Wholesome short-stories, boy and girl characters, 3000. Travel, biographical, practical articles 1500, with illustrations; verse. Novella Dillard Preston. 3c, poems \$1 to \$2.50, Acc.

**American Boy, The**, 7430 2d Blvd., Detroit, Mich. (M-10) Boys, high-school and college age. Short-stories up to 4500; Western, mystery, small-town, farm, science, pseudo-science, sports, detective. Humor; fillers 300, with action photos on achievements of boys. Franklin M. Reck, Mng. Ed. 2c up, Acc.

**American Farm Youth Magazine**, 132 N. Walnut, Danville, Ill. (M-10) Outdoor, rural, modern agricultural articles 100-1000, adventure, mystery, action short-stories 1000-4000, adventure novelettes 6000-12000, jokes, news items on FFA activities. Homer Paul Andersen. 3c up, photos 50c to \$2, Pub.

**American Girl**, 570 Lexington Ave., New York. (M-15) Ages 10 to 17. Girl Scouts publication. Action short-stories 2500-3700; articles 1500-3000. Anne Stoddard. 1c up, Acc.

**American Newspaper Boy**, 416 N. Marshall St., Winston-Salem, N. C. (M) Short-stories preferable of newspaper carrier boy characters only by authors familiar with "little merchant" plan of distribution 2000-3000. Bradley Welfare. \$10 per story, Acc.

**Boy Life**, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati. (W) Medium ages, Winter short-stories 1800 to 2000; serials, articles, miscellany, 3c up, Acc.

**Boy's and Girl's Comrade**, (Gospel Trumpet Co.) 5th and Chestnut, Anderson, Ind. (W) Ages 9 to 15. Stories of character building or religious value 1000 to 2000; serials 5 to 10 chapters; verse 2 to 6 stanzas. Ida Byrd Rowe. \$3 per M., photos 50c to \$2, Pub.

**Boy's Comrade**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, (W) Ages 9 to 17. Short-stories 2000-2500; serials 8 to 10 chapters; illustrated articles 100-1500; verse; miscellany. Herbert L. Minard. \$3.50 per M., Pub.

**Boy's Companion**, (Eden Pub. House) 1724 Chouteau Ave., St. Louis, Mo. (W) Boys 9 to 15. Wholesome short-stories 2500; occasional serials, 2500-word installments; articles 600-2000; editorials 600-800, fact items 25-500, poems 3 to 4 verses, photos, illustrations. Marie Rose Remmel, Asst. Ed. 20-30c per 100 wds., verse 5c line, Acc.

**Boys' Life**, 2 Park Ave., New York. (M-10) Boy Scouts publication, ages 14 to 18. Outdoor adventure, sport, achievement short-stories 2000-4500; serials 2 to 6 installments of 5000; articles up to 2000. James E. West; Irving Crump, Mng. Ed. 15c up, Acc. (Well stocked.)

**Boys' World**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys 13 to 17. Short-stories 2200-2500; serials 4 to 6 chapters, 2200-2400 each, scientific news items with photos; successful boys (photos), occupation items 500; verse. D. C. Cook, III, Ed.-in-chief; Thos. S. Huntley, Mng. Ed. Good rates, Acc.

**Canadian Boy**, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age boys. Short-stories, serials, verse, photos. Archer Wallace. 3c, Acc.

**Canadian Girl**, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Teen-age girls. Short-stories, serials, verse, photos. Archer Wallace. 1c, Acc.

**Cargo**, (M. E. Church South) 810 Broadway, Nashville, Tenn. (W) Teen-age boys and girls. Short-stories 3000-3500; serials 3 to 10 chapters, striking photos. Rowena Ferguson, Robert A. McGaw. 3c up, Acc.

**Catholic Boy, The**, Andrews Hotel, Minneapolis, Minn. (M-10) Wholesome action short-stories 2200-2500; articles for boys. J. S. Gibbons. 3c to 1c, Pub.

**Catholic Girl, The**, 20 Prospect St., Terryville, Conn. (M-15) Girls, high-school age. Wholesome, romantic, mystery, school short-stories 2500; vocational articles 1500-2500. Mrs. Margaret H. Sullivan. About 3c, Pub.

**Challenge, The**, (Baptist Sunday School Board) 161 8th Ave., N., Nashville, Tenn. (W) Young people, 17 years up. Adventure, achievement short-stories 1500-3500; descriptive biographical, travel articles up to 2000 (authorities must be cited); verse; short editorials 200-500. Wallace Greene. 3c, verse \$1 to \$2.50, Acc.

**Challenge**, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-03) Young people, 16 years up. Adventure, achievement, moral short-stories 2500-3000, articles 2500-3000, fact items, fillers, verse. N. A. MacEachern. Varying rates, Pub.

**Champion of Youth**, 2 E. 23rd St., New York. (M-10) Young people, 16 to 25. Articles, short-stories for socially minded young people, up to 1200; scientific fact items, youth news. M. B. Schnapper. Pays only for assigned work and unusual articles.

**Child Life**, Rand, McNally & Co., 536 S. Clark St., Chicago. (M-25) Ages up to 12. Short-stories, miscellany up to 1800. Marjorie Barrows. 5c to 1c. Pub. (Overstocked.)

**Children's Leader**, Amer. Baptist Pub. Soc., 1703 Chestnut St., Philadelphia. (M-10) Short-stories for children, 500-1500; articles on religious education of children; editorials. Margaret M. Clemens. \$4.50 per M. Acc.

**Children's Play Mate Magazine**, 3025 E. 75th St., Cleveland. O. (M-15) Boys and girls up to 14. Mystery, adventure short-stories up to 2000; nursery stories; imaginative verse 1 to 5 stanzas. Esther Cooper. 1c, verse 25c line, Acc.

**Child's Own**, The, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Children under 8. Short-stories 250; verse. D. B. Rogers. 5c, payment quarterly.

**Christian Youth**, 327 N. 13th St., Philadelphia. (W) Teen ages; interdenominational. Wholesome short-stories with Christian teaching and uplift 2000-2200; fillers; nature, fact, how-to-make-it articles 300-1000; Bible puzzles. Charles G. Trumbull; John W. Lane, associate. \$10 a story, fillers \$1 to \$4, puzzles 50c to \$1. Acc.

**Classmate**, (Methodist Book Concern) 420 Plum St., Cincinnati. (W-5) Young people 18 to 24. Wholesome short-stories 2500-3500; serials 30,000-40,000; illustrated articles 1000-2500; fact items 200-1000; verse. A. D. Moore. Fillers 5c up, fiction 1c up, verse \$5 to \$1. Acc.

**Dew Drops**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Children 5 to 8. Short-stories 800-900; short articles, editorials 250-300; verse up to 12 lines. Good rates, Acc.

**Don Winslow of the Navy**, (Trojan Pub. Corp.) 125 E. 46th St., New York. Not in the market. Samuel Bierman.

**Epworth Herald**, 740 Rush St., Chicago. (2-M-10) Articles and short-stories of interest to young Methodists, high school, college ages, 1000-1800; serials 5000-10,000; nature, religious verse up to 20 lines; photos. W. E. J. Gratz. About 5c, verse about 15c line, Pub.

**Epworth Highroad**, Methodist Pub. House, 810 Broadway, Nashville, Tenn. (M) Young people, 16 to 24. Short-stories 2500 to 4000; serials, 4 to 6 chapters; illustrated articles 1000 to 1800; short poems. Miss Rowena Ferguson. 5c to 1c. Acc.

**Evangelical Tidings**, (Eden Pub. House) 1724 Chouteau Ave., St. Louis, Mo. (W) Young people 15 to 24. Wholesome short-stories 2500; occasional serials, 2500-word chapters; articles, essays 600-2000; editorials 600-900; fact items 25-500; poems, 3 to 4 verses; photos, illustrations. Marie Rose Remmel. 20-30c per 100 wds., verse 5c line, Acc.

**Famous Funnies**, 50 Church St., New York. (M-10) Boys and girls 10 to 15. Action short-stories 1500. Harold A. Moore. \$25 per story, Pub.

**Forward**, (Presbyterian Bd. of Christian Education) Witherspoon Bldg., Philadelphia. (W) Young people, 18 to 23 years. Short-stories 3000; serials not over 8 chapters, 3000 each; illustrated articles 900; editorials 400-800; young viewpoint, interesting style. Park Hays Miller. 50c per 100 words, Acc.

**Friend, The**, (United Brethren Pub. House) Dayton, O. (W) Boys' and girls' moral, educational short-stories 1000-2500; serials 2 to 8 chapters; informational, inspirational articles 100-800; short verse. J. W. Owen. \$1 to \$5 per story, poems 50c to \$2. Acc.

**Front Rank, The**, (Christian Bd. of Pub.) Beaumont and Pine, St. Louis, Mo. (W) Young people and adults. Moral short-stories 2500-3500; serials 20,000-25,000; illustrated articles; poems; editorials; fillers; photos. \$3.50 per M. Acc.

**Girlhood Days**, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati, O. (W) Girls 13 to 17. Wholesome short-stories 1800-2000; serials; miscellany. 5c up, Acc.

**Girls' Circle**, (Christian Bd. of Pub.) Beaumont and Pine Sts., St. Louis, (W) Girls 13 to 17. Short-stories 2500; serials 8 to 10 chapters; illustrated articles 100-2000; poems up to 20 lines. Frances Woolery. \$3.50 per M. Pub.

**Girls' Companion**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Girls 15 to 18. Short-stories 2000-2500; serials 2 to 6 chapters, 2500 each; illustrated occupation articles 150-1000; editorials 100-400. Margaret M. Stone. Good rates, Acc.

**Girls' Friend**, (Eden Pub. House) 1724 Chouteau Ave., St. Louis, Mo. (W) Girls 9 to 15. Short-stories showing character development 2500; occasional serials, 2500-word installments; articles 600-2000; editorials 600-800; fact items 25-500; poems, 3 to 4 verses; photos, illustrations. Marie Rose Remmel. 20-30c per 100 wds., verse 5c line, Acc.

**Girls' World**, (Am. Baptist Pub. Society) 1701 Chestnut St., Philadelphia. (W-2) Girls 12 to 16. Wholesome action short-stories 2500; serials, 2500-word chapters; informative articles 200-800; character-building editorials up to 500; photos. Miles W. Smith. \$4.50 per M. Acc.

**Institute Leaflet**, General Bd. of Religious Education, 604 Jarvis St., Toronto, Canada. (W) Boys and girls, 9 to 11. Short-stories 1200; serials, verse. Rev. D. B. Rogers. 5c, payment quarterly.

**Jewels**, (United Church Publications) 299 Queen St., W., Toronto, Canada. (W) Material for small children. 5c, Pub.

**Junior Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls 3d and 4th grade age. Short-stories, simple vocabulary, up to 600; short fillers, jokes, verse; news and feature photos. Mrs. Mary Pflaum Fisher. 5c to 1c, photos \$1 to \$3. Acc. (Slow.)

**Junior Joys**, (Nazarene Pub. House) 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls 9 to 12, short-stories, serials, verse. Miss Mabel Hanson. 5c, Acc.

**Junior Life**, (Standard Pub. Co.) 9th and Cutter Sts., Cincinnati. (W) Children 9 to 12. Not in the market.

**Junior Weekly**, Methodist Book Concern, 420 Plum St., Cincinnati, Ohio. Children, 9 to 12. Short-stories, verse. Ethel L. Smither. 5c to 1c, Pub.

**Junior World**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis. (W) Children 9 to 12. Short-stories up to 2100; serials 8 to 12 2100-word chapters; poems up to 20 lines; illustrated informative articles 100 to 1800. Hazel A. Lewis. \$3 to \$4 per M. Pub.

**Junior World**, Am. Baptist Pub. Society, 1701 Chestnut St., Philadelphia. (W-2) Children 9 to 12. Short-stories up to 2500; serials 2500-word chapters; miscellany. Miles W. Smith. \$4.50 per M. Acc.

**Little Folks, The**, (Augustana Book Concern) Rock Island, Ill. (W) Children 5 to 8. Religious short-stories up to 450; verse; photos. Mrs. Edith Cling Palm, Hector, Minn. 5c, Pub.

**Lutheran Boys and Girls**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 13. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

**Lutheran Young Folks**, Lutheran Pub. House, 1228 Spruce St., Philadelphia. (W) Boys and girls over 13. Illustrated descriptive articles; short-stories 3000 to 3500; serials 6 to 12 chapters. Fair rates, Acc.

**Mickey Mouse Magazine**, Kay Kamen, Ltd., 1270 6th Ave., New York. (M-10) Not in the market.

**Olive Leaf**, (Augustana Book Concern) Rock Island, Ill. (W) Boys and girls, 8 to 11. Religious, adventure short-stories 600; articles 500; verse 8 to 12 lines. Submit MSS. to Rev. J. Helmer Olson, 3309 Seminary Ave., Chicago. 5c, Pub.

**Onward**, Box 117, Richmond, Va. (W-3) Presbyterian young people. Character building short-stories, serials, short articles, editorials. Miss Clarabel Williams. \$3 to \$5 per M. Acc.

**Onward**, (United Church Publications) 229 Queen St., W., Toronto, Canada. (W) Young people. Short-stories, articles, serials, verse, photos, nature and science material. 5c, Pub.

**Open Road for Boys**, 729 Boylston St., Boston. (M-10) Older boys' interests. Aviation, sport, adventure, humorous short-stories 2000-3500; serials up to 40,000; articles 1000-1500. Clayton H. Ernst. 5c up, Pub. or Acc.

**Our Boys and Girls**, (Evangelical Pub. House) 3rd and Reily Sts., Harrisburg, Pa. Juniors, 9 to 11. Short-stories, articles, up to 2000; serials; verse, photos. Edith A. Loose. Low rates, Acc.

**Our Boys and Girls**, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Boys and girls 9 to 12. Not in the market.

**Our Little Folks**, (United Brethren Pub. House) Dayton, O. (W) Children 4 to 9 years. Short-stories 300-600. J. W. Owen. Up to 5c, Acc.

**Our Young People**, (Brethren Pub. House) 16-24 S. State St., Elgin, Ill. (W) Young people 17 to 20. Not in the market.

**Picture Story Paper**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. Children 4 to 8. Short-stories 600-800, serials, on child activities, religious themes, conduct problems, children of other lands; verse. Ethel L. Smither. 5c to 1c, Pub.

**Picture World**, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Children under 12. Short-stories and incidents, impressing moral and religious truths 400-800, verse. \$5 per M., verse 5c stanza, Acc.

**Pioneer**, The, (Presbyterian Bd. of Christian Education) 420 Witherspoon Bldg., Philadelphia. (W) Boys 11 to 15. Short-stories 2500-3000; serials 6 to 8 chapters 2500 each; illustrated articles 800-1000; non-preachy editorials; cartoons; verse. Park Hays Miller. \$4 per M. up, photos 50c up, Acc.

**Playmate**, (United Church Publications) 209 Queen St., W., Toronto, Canada. (W) Boys and girls 9 to 11. Short-stories, serials, verse. 5c, Pub.

**Portal**, (Methodist Book Concern) 420 Plum St., Cincinnati, O. (W-2) Girls 12 to 18. Wholesome short-stories 1500-3000; serials 20,000-25,000; vocational, project articles on assignment; editorials. Wilma K. McFarland. 1c, verse \$5 to \$10, Pub.

**Queens' Gardens**, (Presbyterian Bd. of Christian Education) 420 Witherspoon Bldg., Philadelphia. (W) Girls 12 to 15. Short-stories 2500-3000; serials 6 to 8 chapters, 2500 each; illustrated travel, nature, biography, history, handiwork articles 300-800; editorials, cartoons. Park Hays Miller. \$4 M. up, Acc.

**Scholastic**, 250 E. 43d St., New York. (W-10) Articles, es. for high-school readers, English literature, cultural subjects, historical events, social and student problems, 500-1500. Kenneth M. Gould. 1c, Pub.

**Shining Light**, Gospel Trumpet Co., 5th and Chestnut Sts., Anderson, Ind. (W-5) Children 5 to 9. Moral, character-building, religious short-stories 300-800; nature, religious verse; photos of nature, children. Ida Byrd Rowe. \$3 per M. Pub.

**Soldier**, The, P. O. Box 8, Station V, Cincinnati, O. (M) Catholic young people 14 to 21. Biographical, scientific, historical articles, light romantic short-stories 1000-1500. Indefinite rates, Acc.

**St. Nicholas**, 419 4th Ave., New York. (M-25) Boys and girls 6 to 16. Distinctive action short-stories up to 3500; serials by commission; brief amusing verse; travel, nature articles. Chesla Sherlock; Vertie A. Coyne, associate. 1c up, verse 25c line, Acc. (Overstocked.)

**Stories**, Presbyterian Bd. of Christian Ed., 420 Witherspoon Bldg., Philadelphia. (W) Children, 6 to 8. Character-building short-stories 500-800. Things to make and do. Elizabeth S. Whitehouse. Up to 5c, verse 25c for 4 lines, Acc.

**Storyland**, Christian Bd. of Pub., Beaumont and Pine Sts., St. Louis, Mo. (W) Children under 9. Short-stories 300 to 1000; poems up to 20 lines; handicraft articles 300 to 500; drawings or photos, child or animal subjects; simple puzzles. Hazel A. Lewis. \$3 to \$4 per M. Pub.

**Storytime**, Baptist Sunday School Bd., 161 8th Ave., N., Nashville, Tenn. (W) Children 4 to 8. Short-stories 400 to 700; articles and suggestions for playthings children can make 100 to 300; verse. Agnes Kennedy Holmes. 5c, Acc.

**Story Parade**, 70 5th Ave., New York. (M) Children 8 to 12. Juvenile short-stories, articles, plays up to 2500; poems. L. Parker. 1c, Pub.

**Story World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Children under 9. Short-stories 300 to 600; verse. Miles W. Smith. \$4.50 per M. Acc.

**Sunday Companion**, The, 261 Broadway, New York. (W) Catholic juvenile fiction; current events, miscellany. M. A. Daily. Rates not stated.

## These New Writers Told Their Troubles to T. H. U.—

1. One writer now working with Mr. Uzzell who hadn't sold a single story when he came to him for help, has, in the past four months, sold to AMERICAN, REDBOOK, COLLEGE HUMOR, and ESQUIRE. 2. Another has a story that was worked out under Mr. Uzzell's direction in this year's O. Henry Memorial Best Short Story collection. 3. Another was awarded one of the ten \$1,000 prizes offered in the recent READER'S DIGEST article contest—to which over 43,000 manuscripts were submitted. 4. Another has just published her third novel, which is immediately a best-seller—her first two, on which Mr. Uzzell collaborated also, were both Book-of-the-Month Club selections. 5, 6, 7, 8, 9, etc. And others are making lesser achievements all the time—in the week before this ad was written students currently working with Mr. Uzzell sold to SATEVEPOST COLLEGE HUMOR, ECONOMIC FORUM, NEW MASSES, THIS WEEK, and INLAND TOPICS—and one had a first novel accepted and another saw his first sale (to SCRIBNER'S) reprinted in FICTION PARADE. Thomas H. Uzzell was for three years Fiction Editor of COLLIER'S and two years Managing Editor of NATION'S BUSINESS. Is author of Narrative Technique, textbook on fiction writing published by Harcourt Brace and recently transcribed into Braille. Member of faculty New York University (currently conducting short story class and novel seminar). Author of stories and articles in SATEVEPOST, SCRIBNER'S, COLLIER'S, WOMAN'S HOME COMPANION, etc. Editor, Short Story Hits anthologies. Write for a copy of his pamphlet, "How I Work With Writers." (Or if your stories have been bouncing back from the editors regularly and you want to know in a hurry why and what to do about it, ship Mr. Uzzell one of the scripts with a five dollar check or money order attached to it.)

342 Madison Avenue

THOMAS H. UZZELL

New York City

**Sunday School Messenger**, Evangelical Church, 3rd and Reily Sts., Harrisburg, Pa. Young people, 12 to 17. Short-stories, serials. W. F. Peffley. Low rates, Acc.

**Target**, (Methodist Book Concern) 420 Plum St., Cincinnati, (W-2) Boys 9 to 15. Alfred D. Moore. Not in market at present.

**Two to Teens**, 401 Berger Bldg., Pittsburgh, Pa. (Q-10) Juvenile short-stories 1000-1500, serials 5000, verse 36 lines. Mary S. Powell. 1/2c, poems 10c line, Pub.

**Watchword, The**, (United Brethren Pub. House) 240 W. 5th St., Dayton, O. (W) Young people. Short-stories 1500-3000; serials, miscellany. E. E. Harris. \$1.50 to \$2 per M., Acc.

**Wee Wisdom**, (Unity School of Christianity) 917 Tracy Ave., Kansas City, Mo. (M-15) Children 6 to 12. Optimistic, constructive short-stories 400-2500, serials 7500. 1c up, verse 25c line, Acc. (Overstated.)

**What To Do**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Boys and girls 9 to 13. Short-stories 2500; serials 2-6 chapters 2500 each; short informational articles 300; inspirational verse; editorials 100. Good rates, Acc.

**Young America**, Eton Pub. Corp., 32 E. 57th St., New York. (W-10) Boys and girls 8 to 18, short-stories 850-900; serials 10,000, mystery, adventure, humor, sports, historical, etc.; cartoons. Louis A. Langreich. Serials \$25 up, shorts \$7.50 up, gag cartoons \$5. Pub.

**Young Canada**, (Presbyterian Publications) 73 Simcoe St., Toronto, Ont., Canada. (W-02) Junior teen-age boys and girls. Short-stories 2000, short articles on invention, popular science, achievement, nature, foreign lands, etc., up to 500. N. A. MacEachern. M. A. \$3 to \$5 per M., Pub.

**Young Catholic Messenger**, 124 E. 3d St., Dayton, O. (W) Boys and girls, junior high age. Short-stories up to 1200, high ideals. Mrs. Mary Pfraum Fisher. 1/2c to 1c, Acc.

**Young Crusader, The**, 1730 Chicago Ave., Evanston, Ill. (M-3) W. C. T. U. children's paper. Temperance, health, character-building short-stories up to 1500. Katharine P. Crane. 1/2c, Acc. Verse, no payment.

**Young Dancer**, 49 W. 45th St., New York. (M-15) Articles, short-stories about famous dancers, past and present, for girls 6 to 14, emphasis on glamour. Prefers query. Rosalie Livingston. 1c, Pub.

**Young Israel**, 3 E. 65th St., New York. (M-10) Children under 16. Short-stories, articles of Jewish interest, 1200-2000; verse. Elsa Weihl. Under 1c, verse \$3 to \$5, Acc.

**Young People's Standard**, (Nazarene Pub. House) 2923 Troost St., Kansas City, Mo. (W) Boys and girls 12 to 15. Articles, short-stories 2000; serials 12,000-16,000. Sylvester T. Ludwig. 3/4c, Acc.

**Young People, The**, (Augustana Book Concern) Rock Island, Ill. (W) Articles and short-stories, serials, Christian ideals for children 11 to 16; photos. Low rates, payment quarterly.

**Young People's Friend**, (Gospel Trumpet Co.) 5th and Chestnut Sts., Anderson, Ind. (W) Moral, character-building, religious short-stories 1000-2500; serials 8 to 15 chapters; verse 3 to 8 stanzas. Ida Byrd Rowe. \$3 per M., Pub.

**Young People's Paper**, (Am. Sunday School Union) 1816 Chestnut St., Philadelphia. (W) Late teen ages. Interdenominational feature and inspirational articles; short-stories up to 2500; serials 13,000; fillers 200-800. \$4 to \$5 per M., Acc.

**Young People's Weekly**, (D. C. Cook Pub. Co.) Elgin, Ill. (W) Ages 18 to 25. Short-stories 2500; serials 2 to 6 chapters of 2500; scientific, popular articles; editorials 100-400. Good rates, Acc.

**Young Soldier and Crusader, The**, (General Bd. of Religious Education) 604 Jarvis St., Toronto, Canada. (W) Young people. Short-stories up to 2400; verse. Rev. D. B. Rogers. 1/2c, payment quarterly.

**Youth's Comrade, The**, Nazarene Pub. House, 2923 Troost Ave., Kansas City, Mo. (W-5) Boys and girls, teen ages. Short-stories 2500, also 800-1000, verse, news items, art work, religious and out-of-door subjects. Miss Edith Lantz. \$2.50 per M., Acc.

**Youth's World**, Am. Baptist Pub. Soc., 1701 Chestnut St., Philadelphia. (W-2) Boys, 13 to 16. Short-stories 1000-2500; serials 4 to 8 chapters 2500 each; articles 500 to 900; character-building editorials up to 600; handicraft; fact items, photos. Miles W. Smith. \$4.50 per M., Acc.

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# THE AUTHOR & JOURNALIST'S LITERARY MARKET TIPS

GATHERED MONTHLY FROM AUTHORITATIVE SOURCES

Fiction House, Inc., 461 Eighth Ave., New York, sends this statement, signed by Malcolm Reiss, editor: "Following is a brief outline of our story requirements for 1937: *Action Stories* is using fast, pithy yarns of the West, with some woman interest and an occasional animal story. Lengths, 3000 to 12,000 words. . . . *Lariat Story Magazine* is looking for colorful yarns with a ranch-and-range locale. Lengths, 10,000 words preferred. . . . *Frontier Stories* requires stories of the historical West, mainly concerning the covered wagon era, although other epochs are considered." Fiction House rates are 1 cent a word and up, on acceptance.

*Romantic Stories*, Fawcett Bldg., Greenwich, Conn., "is seeking young-love confessions with a strong romantic-sex angle," writes Miss Mary Lou Butler, editor. "Backgrounds are varied, with both small-town and city settings in demand. The viewpoint should be modern, and writers are urged to follow the press for story ideas. The tone of the confessions should be a confidential revelation of intimate emotions. Best lengths for us are between 4000 and 5000 words, with an occasional 6000 worder. We are always glad to work closely with writers trying for this market, and plot outlines are carefully considered. Before submitting, authors are urged to study the magazine for policy. Decisions will be made within ten days. Rates are 1½ to 3 cents a word, on acceptance."

*Cosmopolitan Magazine*, 959 Eighth Ave., New York, edited by Harry Payne Burton, sends the following statement of requirements: "We are interested in outstanding fiction and timely important articles. Full-length serial novels, 50,000 to 60,000 words; short-stories, 5000 to 7000 words; also short shorts, 1000 to 2000 words. Articles of cosmopolitan interest, 2000 to 4000 words. Also book-length novels to be published complete in one issue; novelettes, 10,000 to 20,000; and long (book-length) non-fiction features and non-fiction serials. Submit photographs only when requested. Occasionally we use verse. We report on manuscripts promptly and pay according to arrangement, on acceptance."

*Turf and Tanbark*, 103 Park Ave., New York, "the newspaper of the horse world," is interested in obtaining some short-stories suitable for readers of a horse publication such as are used in *Turf and Sport Digest*, writes J. H. Ransom, publisher. "I want about 4000 words, and illustrations, if possible, to cost not over \$50 each. I will pay on acceptance and would like to have work submitted immediately."

*Front Page Detective*, 149 Madison Ave., New York, is a new monthly of the Dell Publishing Company under the editorship of West F. Peterson. It uses true stories of detective investigations, preferably under official by-lines, also exposes and first-person stories by criminals. Payment is at 1½ to 2 cents a word, photos \$2.50, on acceptance.

*Horoscope*, 149 Madison Ave., New York, is a new Dell monthly devoted to articles on astrology and special features of interest to laymen and students of the subject. Some fiction based on astrology is used. True experiences with astrological interpretation are sought. Payment is at 2 cents a word, on acceptance.

*War Birds*, 149 Madison Ave., New York, has been revived by the Dell Publishing Company under the editorship of Arthur Lawson. It uses realistic fiction of navy and army flying, either world-war or today, with slight romantic interest. Short-story lengths around 5000 words, novelettes, 10,000. Payment at 1 cent a word and up, on acceptance.

Cupples & Leon Company, publishers, 470 Fourth Ave., New York, Charles N. Heckleman, assisting editor, writes: "We are in the market for lively action novels for boys and girls. They must be well written, have a fast-moving plot, and should not be overloaded with description. We are in particular need of adventure and mystery stories. A novel of the Northwest with a Mounted Police background might find favor with us, as well as a good juvenile Western or Indian story. The desired length is from 55,000 to 60,000 words, and payment is by royalty or by special arrangement with the author."

The merger of *News Week* and *Today* has been announced. The combined magazine, under the sponsorship of the McCall Corporation, will retain the news format and title of *News Week*, and will be staff-written, including a page of comment by Raymond Moley. Dr. Moley, who has been editor of *Today*, will be editor, and S. T. Williamson, editor of *News Week*, will be executive editor. Vincent Astor is president of the merged companies.

A telegram from Ralph Daigh, of the Fawcett editorial staff, 22 W. Putnam, Greenwich, Conn., announces that *True Confessions* and *Romantic Stories* have raised their maximum rates for acceptable confession material to 3 cents a word, payable on acceptance. Following is a statement of requirements from Beatrice Lubitz, editor of *True Confessions*, who states that she is always glad to answer questions and to help new writers: "*True Confessions* is a wide-open market and we welcome new writers. But, before writers attempt to crash this market, it is really essential to read several current issues carefully, for it is in this way only that new writers can get our style and policy. Our confessions are intimate, dramatic, and highly personalized. Stories from 4500 to 6000 words in length, serials running three to five instalments, and novelettes of 15,000 words comprise our needs. Here are the major points we are stressing in yarns these days: Strong realistic plots; varied localities (write about the hometown folks); pungent, potent love build-ups; plenty of action; stories based on sex problems; timely situations (watch the newspapers); modern viewpoint; intimate writing style."

Street & Smith, 79 Seventh Ave., New York, will launch a new love-story magazine under the editorship of Miss Daisy Bacon about March 15. The title has not yet been released.

*Popular Songs*, 149 Madison Ave., New York, a Dell Publishing Company monthly, is in the market for factual stories about songs, song-writers, singers, and musicians in the popular music field, preferably with a moral of perseverance, faith, courage, etc. Lengths, 1500 to 2000 words. Richard B. Gilbert is editor. Good rates are offered, on acceptance.

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For more than fifteen years, THE AUTHOR & JOURNALIST has been giving professional training to really serious writers. It seeks as students of its Simplified Training Course those who want to write salable fiction, whether for the pulps, juveniles, religious, smooth-paper or quality magazines. In order to be of wider help to writers, whether or not they subscribe for A. & J. training, a truly helpful plan has been worked out.

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Several months ago, when Samuel Mines of Brooklyn came to me, he gave himself one year in which to sell one story—or stop writing forever. A young writer, Mr. Mines followed all my suggestions, told me all he could about himself, wrote what I told him to write, revised as I indicated. Now I have him writing under 5 names—his own and 4 pseudonyms. He is devoting his time entirely to writing.

"I am amazed," writes Mr. Mines (December 1, 1936) "at what you have done for me. I felt that I would be lucky if I could sell ONE story in my first year of writing—and I have already received \$1375!" (Since writing me, Mr. Mines has received checks for two novelette sales at \$400 each.)

"You have doubled my earning capacity," writes M. Howard Lane of Santa Barbara. "You have taught me really how to slant a story for a specific market . . . anything you think is okay the eds also think is okay and they know that." (I have just obtained for Mr. Lane, a new writer, his first feature novelette assignment.)

"It was a smart move on my part," writes John Paul Jones of Cincinnati, (January 5, 1937) "to bank on your red hot tips, your "in" with the boys and girls who count, and your devilishly sharp pointers . . . You've made it possible for me to go South this winter." (Mr. Jones, whose stories are featured currently, now has a standing order for novelettes and short stories with a string of magazines.)

Do you think you could use the kind of assistance I have been giving these writers? Let me guide you to the sales you should be making this year—and the more you tell me about yourself, the better will I know what markets you are suited for, and how to help you reach them in the shortest possible time. Once I know what you can do best, I'll work with you from outline to finished manuscript—and, incidentally, Mr. Mines' \$400 novelettes started as two-page outlines. When you're ready, I'll get assignments for you, as I do for many of the writers working with me.

After I make a couple of sales for you, I drop all fees. My sales commission is 10%. My rates for personal, detailed analysis, suggested revision, and experienced marketing of your manuscripts are: \$1 up to 4,000 words; 50¢ per thousand words thereafter. All books over 50,000 words, \$24; poems, 50¢ each. No other fees. No "collaborations." Resubmissions free—always.

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Find out for yourself how much my personal interest can mean to your success—and remember that my work with thousands of authors has made every one of your writing difficulties familiar to me. Send me your best manuscripts now and be sure to tell me about yourself.

*Young Love*, 149 Madison Ave., New York, companion magazine of *Sweetheart Stories*, and edited by Helen MacVie, seeks "clean, young love stories, swiftly moving, with ardent love interest and strong love conflict. Short-stories, 1500 to 5000 words; complete short novels, 25,000 to 30,000 words; novelettes, 10,000 to 20,000 words. Payment is at from 1 to 1½ cents a word, on acceptance.

*The Popular*, 79 7th Ave., New York, which succeeds *Hardboiled*, as a Street & Smith title, seeks "short-stories stressing characterization, preferably hard but not necessarily so," up to 6000 words, according to Artemus L. Holmes, editor. Payment is at 2 cents a word, on acceptance. Verse is used.

*Real Detective*, 444 Madison Ave., New York, needs authenticated articles of the expose type, according to Arthur Mefford, editor. Payment is at 1½ cents a word, photos \$2 to \$3 each, on acceptance.

The report published in our February issue to the effect that *Boy's and Girl's Comrade* and *Young People's Friend*, periodicals of the Gospel Trumpet Co., Anderson, Ind., had been discontinued, was erroneous. Charles E. Brown, editor-in-chief, writes: "We shall undoubtedly be publishing these papers in the long years to come. Would you be kind enough to insert a notice to the effect that these papers still desire manuscripts, as there is no change whatever in the editorial nor publication policy."

*National Sportsman*, formerly at 75 Federal St., is now located at 275 Newbury St., Boston. It uses short-stories and articles up to 2000 words on hunting, fishing, and camping subjects, also photos, cartoons, and cartoon ideas. H. G. Tapply is editor. Rates are announced as 1½ cents a word, on acceptance.

*The Farm Journal*, Washington Square, Philadelphia, is now out of the market for short-stories, writes Arthur H. Jenkins, editor. It desires novelettes of 18,000 words, however, and pays for fiction at 5 cents a word and up, on acceptance. Agricultural articles, with photos, are sought; these should be brief—from 300 to 600 words. Payment for articles is at from 2 cents a word up.

Rodale Publications, Inc., Emmaus, Pa., is preparing to bring out a new detective-story magazine in the small "digest" size. "We are desirous of receiving manuscripts of interesting detective stories of any type, preferably not too long," writes J. I. Rodale. "As to payment we have not yet decided, but will base our payment on the quality of the manuscript." Rodale Publications have been unsatisfactory in their payment for material for other magazine ventures, according to various complaints from contributors.

M. L. H. Service Bureau, 603 Orner St., Carthage, Mo., writes: "We are inaugurating a manuscript service for teachers of speech, and are in need of material for spring listings. There is a demand for humorous and dramatic readings, 300 to 1500 words in length. Plot is not necessary, but point is absolutely essential. Dialogue should be plentiful, with description and explanation cut to the minimum. We can also use one-act plays, written for two or three characters, suitable for interpretation by school children. All material must be clean and wholesome. We pay on royalty basis." R. H. MacPherson, associate editor, signs this statement.

Enroy Publishing Co., 45 W. 45th St., New York, announces that "a reshuffling of brains in several publishing houses" has resulted in the formation of this new firm which will offer in the spring a magazine constituting an entirely new idea in the news field. Fillmore Hyde is head of the new firm. The magazine will be entirely staff-written.

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Story, 432 Fourth Ave., New York, is now using a long story in each issue, which it designates a "novelette." The term "novelette," as applied to such fiction, is "cheap and incorrect," the editors assert.

St. Anthony Messenger, 1615 Republic St., Cincinnati, Ohio, a Catholic family magazine, published by the Franciscan Fathers, is now being edited by Hyacinth Blocker, who writes: "I need lively, up-to-the-minute fiction—short-stories ranging from 2000 to 3000 words. Themes need not be distinctly religious, nor should they point an obvious moral. They should be modern in topic and treatment and should preferably have a happy ending. All manuscripts are paid for at the rate of 1 cent a word, on acceptance."

Love and Romance, Chanin Bldg., New York, Macfadden true-story magazine under the editorship of Henry Lieferant, announces rates of 2 to 4 cents a word, on acceptance, for acceptable material. Short-story lengths, and serials of from 15,000 to 35,000 words, are used.

Italian Literary League, 45 W. 45th St., New York, writes: "We publish a monthly bulletin which is distributed to our 3000 members and sympathizers. From time to time we buy interesting articles, essays, short-stories, and poetry. This material ought to deal with some Italian or Italian-American question. We do not pay very much, but we pay promptly, at the rate of  $\frac{1}{4}$  cent per word. Your readers may be interested in sending in their manuscript for our consideration."

Fiction House, Inc., 161 Eighth Ave., New York, reports that Love Romances, North-West Stories, Wings, and Fight Stories are inactive markets for the present, although they will in all probability resume buying at a later date.

Smokehouse Monthly, Minneapolis, has been discontinued.

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*Sun Publications*, 529 S. Clark St., Chicago, the firm which publishes *10 Story Book*, "is in the market for jokes, skits, anecdotes, picture ideas, and humorous miscellany under 600 words, for use in *Lu-Lu*, a humor-variety quarterly now preparing to put out its fourth issue," writes A. J. Gontier, Jr., publisher. "Payment at the present time is at the rate of 50 cents each for jokes and filler items, \$1 each for acceptable picture ideas, and 1 cent a word for skits and longer material. Light verse also is used and rates on such material vary according to the space in which it is used. Payment is on acceptance, and while we realize that rates are low, they will be increased as circulation warrants."

*Black Mask*, 515 Madison Ave., New York, uses all lengths of fiction in its field, from short shorts to novelettes of 18,000 words. Fanny Ellsworth, editor, wants realistic, convincing action stories in the crime field, with likeable, he-man heroes. Good rates are paid, on acceptance.

*Downdraft*, 608 S. Dearborn St., Chicago, edited by Glenn Burrs and Carl Cons, offers a market for articles on specialized music topics, 1000 to 2000 words in length. Human-interest photos involving musicians are sought. Payment is at 1 cent a word, on publication.

*Tailspin Tommy Air Adventure Magazine*, 49 W. 45th St., New York, is an added member of the C.J.H. Publishing Company group, under editorship of Harold Hersey. It uses contract-written novels and modern-air short-stories, 3000 to 5000 words. In addition to contract-written novels, the other magazines of this group also use 3000- to 5000-word short-stories. For *Flash Gordon*, these should be of pseudo-scientific and futuristic type. For *Dan Dunn*, they should be of the detective type. *Mystery Adventures* uses adventure and mystery short-stories with a sophisticated sex angle, also novelettes and serials. Rates for all magazines are subject to arrangement with the author, and payment is likely to be slow for the present.

The McClure Newspaper Syndicate, formerly at 345 Hudson St., is now located at 75 West St., New York.

The address of The Macaulay Co., book publishers, New York, is now 386 Fourth Ave., instead of 381 Fourth Ave.

*Western Romances*, *All Western*, *Federal Agent*, and *War Birds*, of the Dell group, 149 Madison Ave., New York, are now under the editorship of Arthur Lawson.

*Lone Ranger*, 125 E. 48th St., New York, will not be in the market for several months, writes Samuel Bierman, editor. Mr. Bierman is preparing a new magazine, *Don Winslow of the Navy*, which will be a juvenile in the form of *Popular Comics Magazine*, with a 30,000-word feature story and one or two shorts per issue. "Plans for subsequent issues after the first two are rather indefinite," writes Mr. Bierman, "so that I cannot give you any information as to the needs for material."

*Delineator*, 161 Sixth Ave., New York, is to be discontinued with the April issue, its subscription list being absorbed by *Pictorial Review*.

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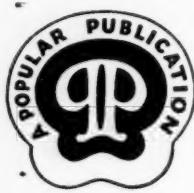
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*Harper's Bazaar*, 572 Madison Ave., New York, is now edited by George Davis, succeeding Beatrice Kaufman.

*The Sportsman* has moved from 8 Arlington St., Boston, to 353 Fourth Ave., New York. It is now issued by the publishers of *Popular Science Monthly* and *Outdoor Life*.

*West*, Garden City, N. Y., is not buying anything right now, writes Edmund Collier, editor.

*The High-Hatter*, announced for publication at 1736 N. Sycamore, Hollywood, Calif., has moved, leaving no address, according to the post office.

*American Hebrew and Jewish Tribune*, formerly at 212 Fifth Ave., has moved to 48 W. 48th St., New York.

*Forward*, *Queens' Gardens*, and *The Pioneer*, juvenile periodicals of the Presbyterian Board of Christian Education, Witherspoon Bldg., Philadelphia, are now edited by Park Hays Miller, who succeeds John T. Faris.

*Current Press Alliance*, 188 W. Randolph St., Chicago, is announced as "a far-flung organization which will function directly on behalf of the readers of American newspapers . . . it will specialize in background or behind-the-news material. . . . It must have writers in all parts of the country who will be available for special assignments in research or investigation or special services." The concern is headed by E. J. Costello, former publisher of the late lamented *For Me*.

Karl A. Barleben, Jr., 2435 Creston Ave., Bronx, N. Y., who called for articles and fiction on bicycling and motorcycling in January, informs contributors that he has been forced to discontinue the plans he had for publication of his proposed magazine, *Two Wheeling*.

*Motion Picture Magazine* and *Movie Classic*, of the Fawcett group, 7046 Hollywood Blvd., Hollywood, Calif., have been combined under the title, *Motion Picture-Movie Classic*.

Wm. J. Lengel has resigned as story editor for Columbia Pictures, on account of illness.

*America*, 329 W. 208th St., New York, a Catholic review of news events, desires "articles on topics of current interest affecting Catholics. They should be factual, reasoned, constructive," writes Francis Talbot, S.J., editor. Short verse, modern in approach and technique, is used. Payment is at 1 cent a word, on publication.

*Detective Fiction Weekly*, 280 Broadway, New York, of the Munsey Company, under the editorship of William Kostka, is seeking material. In a recent letter to a contributor Mr. Kostka wrote: "Our weekly magazine eats up 350,000 words of manuscripts a month, and we're in the market for short-stories, novelettes, and serials of three to seven parts. All I want is stories—of all kinds in our field—and I'm most anxious to bring back writers who helped to build up D.F.W.'s top-rank position. I am looking for a variety of settings and locales, but at the same time I am not insisting on the variety. I only hope it will give you a greater latitude in which to work." Munsey Company rates are 1 1/4 cents a word up, on acceptance.

*The Canadian Messenger*, 160 Wellesley Crescent, Toronto, Ont., Canada, a Catholic family magazine, seeks "Bright stories, pointed but not 'preachy,' that leave the reader feeling better," writes Rev. J. I. Bergin, S.J., editor. No love stories are sought. Articles of Catholic interest up to 3000 words are considered. Maximum payment of \$15 a short-story (3000-word limit) and 1/2 cent a word for articles is offered, on acceptance.

*The Redwood Monthly*, Berkeley, Calif., has been discontinued.

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THE EDITORS.

*The American Spectator*, 132 W. 31st St., New York, now published bi-monthly and edited by Max Lehman, in addition to feature articles dealing with current events, politics, literature, science, exposés, and short-stories, up to 2000 words, uses satire on current subjects. Payment is at 1 cent a word, on publication.

*The Target*, juvenile publication of the Methodist Episcopal Church, 420 Plum St., Cincinnati, is supplied with all the material it can use for some time, writes Martha Keegan, editor.

*Cargo*, 810 Broadway, Nashville, Tenn., published by the Methodist Episcopal Church South, and edited by Rowena Ferguson and Robert A. McGraw for teenage boys and girls, "does not want 'moralizing' fiction or encyclopedia rewrites," according to Mr. McGraw. "Our literary standards are high; approximately equal masculine and feminine appeal preferred. Short-stories should be 3000 to 3500 words, serials three to ten chapters. Striking photos of commercial quality are desired. Reports in two weeks; payment, 1/2 cent a word up, on acceptance."

*Blade & Ledger*, 500 N. Dearborn St., Chicago, is a monthly edited by Francis J. Cummings, who writes: "We can use one good short-story monthly, no sexy situations, but excellent, sound fiction. Illustrated verse, and some jokes, skits, and epigrams, are purchased. Payment for fiction is at 2 cents a word minimum, on acceptance."

*Junior's Friend*, now published at Winona Lake, Ind., is not in the market for any material, writes B. L. Olmstead, editor.

*Pictorial Review*, 57th St. at Eighth Ave., New York, is in the market for book-length novels. Best rates are paid, on acceptance.

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Length of stories desired ranges from short shorts to 18,000 word novelettes.

## RANCH ROMANCES

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Address, both magazines,  
515 Madison Ave., New York

*House Beautiful* combined with *Home & Field*, 572 Madison Ave., New York, is in the market for articles on home building, planning, decorating, furnishing. Illustrated articles are preferred, writes K. K. Stowell, editor. Good rates are paid, on acceptance.

National Newspaper Service, Inc., 1619 Broadway, New York, a syndicate, has its own staff of writers, writes N. H. Mager, editor, but considers first and second serial rights to serials and first rights to short-stories and feature articles. Payment, he states, is made on the basis of 10 to 20 per cent of receipts. (Seemingly a very low rate; the usual basis is around 50 per cent.)

Walter L. Dennis, 4500 N. St. Louis Ave., Chicago, writes: "Inasmuch as Literary Features International Syndicate has moved to 461 W. 34th St., New York, under the editorship of Otto O. Binder, I am not responsible for any manuscripts contracted for by me as a member of said syndicate."

*Dynamic Detective*, 22 W. Putnam, Greenwich, Conn., has replaced *True Police Cases*, as a magazine of the Fawcett group, and *Movie Story Magazine* has replaced *Romantic Movie Stories*. *True Adventure Tales*, devoted to thrilling adventure true stories, has been added to the Fawcett group.

### PRIZE CONTESTS

Dodd, Mead & Company, book publishers, and *Redbook Magazine* announce a first novel competition. This is the fifth in a series conducted by Dodd, Mead & Company in conjunction with magazines. Former winners were: Martha Ostenso, with "Wild Geese"; Matee Howe Farnham, with "Rebellion"; L. M. Alexander, with "Candy"; and Margaret Flint, with "The Old Ashburn Place." The 1937 prize is \$10,000 plus royalties. Of this amount, \$7500 is for all serial rights and \$2500 is construed as an advance on royalties. Any American or Canadian author is eligible who has not published a novel in book form. Only unpublished works, typewritten in English, of at least 50,000 words, are considered. The closing date is December 1, 1937. Manuscripts must be marked "First Novel Competition" and sent to *Redbook Magazine*, 230 Park Ave., New York. They must be accompanied by an official entry form, which will be sent on request by addressing *Redbook*, as above, or Dodd, Mead and Company, 449 Fourth Ave., New York.

The American Press, 225 W. 39th St., New York, announces a contest for true adventure experiences of reporters. "Stored away in the mind of every newspaper reporter there is one story that he can never forget—an unforgettable assignment." No story is to exceed 1000 words. It must relate the actual experience of the person writing it. Names of individuals, dates, name and location of the paper on which the writer was employed at the time, and all other facts, must be related. For the story adjudged best, a cash award of \$25 will be made, second best, \$15, and third, \$10. Others will be considered at space rates. Closing date, March 31, 1937. Address, Contest Editor.

The Hobby Guild of America, 11 W. 42nd St., New York, announces "a series of nation-wide tournaments, in the many fields of creative art and leisure time activities." Entrants may compete in art, drama, music, essays, poetry, short-story writing, puzzles, photography, needlework, culinary art, leathercraft, sculpture, and modeling. The awards will be based on originality, execution, and artistic merit. They will consist of trips to the World's Fair in 1939 and trophies. If the winners reside in the New York metropolitan district a cash award equivalent to the round-trip railroad fare from Wichita, Kans., to New

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Here's the list:

MODERN SCREEN	THE COMICS
RADIO STARS	MODERN ROMANCES
INSIDE DETECTIVE	FRONT PAGE
POPULAR SONGS	DETECTIVE
ALL WESTERN	SCREEN ROMANCES
FEDERAL AGENT	HOROSCOPE
YOUNG LOVE	WESTERN ROMANCES
FIVE NOVELS	SWEETHEART STORIES
CROSSWORD PUZZLES	WAR BIRDS
POPULAR COMICS	BALLYHOO
THE FUNNIES	FILM FUN

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York, will accompany the trophy. Entrants will be divided into two classes—those below the age of 18 and those 18 and over. Only amateurs are allowed to compete. Entries will be accepted up to midnight, June 30, 1938, and winners will be announced at the beginning of the World's Fair in New York, in 1939. Intending contestants should write for detailed rules to the headquarters of the Hobby Guild.

Stanford University, California, announces its second prize contest for an original drama in verse, known as the Maxwell Anderson Award. The play adjudged best by the judges will be awarded a cash prize of \$300. All rights remain with the author. Plays submitted must be dramas, not pageants. They must be original—not translations, adaptations, or dramatizations. Material presented hitherto in any theater, or submitted in the 1936 contest, is not eligible. Subject-matter, verse form, length, emotional quality (tragedy or comedy), are not prescribed. All MSS. should be accompanied by full return postage. Plays must be submitted to Dr. Margery Bailey, Stanford University, Calif., by July 1, 1937.

*Screen Book*, 7046 Hollywood Blvd., Hollywood, Calif., each month awards prizes of \$15, \$10, \$5, and \$1 for short letters of criticism, suggestion, etc., on screen topics, addressed to its Letter Page.

*News-Telegram*, Portland, Ore., "to encourage new writers" offers \$5 each for Northwest newspaper rights to short-stories not over 1000 words by readers. "The more we can find that are worthy of publication, the more pleased we will be." Address Short Story Editor.

## GREETING CARD DEPARTMENT

BY DORIS WILDER

"Laugh-getters" are in great demand with Buzzard-Cardozo, 3723 Wilshire Blvd., Los Angeles, which will be ready to review Everyday material March 1. Clever continuities, some of them long enough to require use of a booklet instead of a simple folder, are prominent in the line. Ideas should be suggestive of amusing illustration, and word plays are not taboo. Both prose and verse are published, but the "flowery" type of thing is not wanted. Not a good bet for juveniles and relative greetings. Mable Bolton, 50 cents a line.

Metropolitan Lithographing and Publishing Co., 167 Bow St., Everett, Mass., has been buying for the spring seasons and also Birthday and Convalescence verses. Preference seems to be for the simple friend-to-friend type of message. Humor, of course, is welcomed. Frank Hale, 50 cents a line.

A recent call from C. R. Swan of Quality Art Novelty Co. was for Valentines—simple, friendly wishes and not proposals. The address is Eveready Bldg., Thompson Ave. and Manley St., Long Island City, N. Y. 25 to 50 cents a line.

"Could use a few good Easter and Mother's Day sentiments," wrote O. Landgraf of White & Wyckoff Mfg. Co., Holyoke, Mass., recently. Preference is for 4-liners of general character. They may or may not be suggestive of illustration.

H. M. Rose, Jr., editor of The Rose Company, Bainbridge St. at 24th, Philadelphia, will be ready March 1 to review material for Valentine's Day, Easter, Mother's Day, Father's Day and Graduation.

# THANKS To The Authors of America

Some publishers look upon writers as necessary but troublesome adjuncts to publishing. We believe writers not only necessary, but the very life's blood of our business. Without good writing we would not be able to announce, for instance, the steady rise of TRUE CONFESSIONS to an excess of one million circulation.

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If you are not already doing so, may we urge you to get on our payroll by submitting material to the following magazines:

**MODERN MECHANIX - DARING DETECTIVE - STARTLING DETECTIVE ADVENTURES - DYNAMIC DETECTIVE - TRUE ADVENTURE TALES - SCREEN BOOK - SCREEN PLAY - MOTION PICTURE-MOVIE CLASSIC - HOLLYWOOD - MOVIE STORY MAGAZINE - ROMANTIC STORIES - TRUE CONFESSIONS.**

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### TRADE JOURNAL DEPARTMENT

EDITED BY JOHN T. BARTLETT

*The Feed Bag*, 741 N. Milwaukee St., Milwaukee, now wants photos to illustrate articles on out-of-the-ordinary merchandising ideas used by feed dealers. David K. Steenbergh, editor, does not state price paid.

*Model Maker*, Wauwatosa, Wis., A. C. Kalmbach, editor, corrects statement of payment rates from "1/2 cent up," to "1/2 cent approximate," on publication. This publication was formerly listed at Milwaukee.

*Fowler Becker Publishing Co.*, 420 Madison Ave., New York, is bringing out the first of April, *Stoker & Air Conditioner Journal*, the first issue of which will have a controlled circulation of 12,000. The paper will cover the automatic heating field completely and exclusively, from the viewpoint of equipment sales.

*Service*, 19 E. 47th St., New York, uses articles of a technical or semi-technical nature of interest to the radio service field, paying on publication 1 cent a word. Robert G. Herzog, E.E., is editor.

*Haul-Age* is the tentative name for a new house organ devoted to articles on trucks and trucking problems in which Studebaker vehicles play a prominent part, according to Frederick O. Schubert, Studebaker Corporation, South Bend, Ind. The new publication will have an introductory circulation of 60,000 copies. It will be in two colors, 8 1/2 x 11 in size. Needs are for the unusual, the something different, the well illustrated fact yarn that has a Studebaker truck as the "hero." Articles should be kept to 750 words, and must make the prospective buyer see a solution to his own trucking problems in the experience of others with Studebaker equipment. One cent a word and up, plus extra payment for photographs, is promised upon acceptance.

A subscriber complains: "Shoe Repair Service, 702 Commercial Bldg., St. Louis, apparently figures in geologic time. Accepted manuscript two years ago, planning to use it 'shortly.' One year ago promised to publish in 'next issue or so.' Since then has not answered inquiries." (The department editor would advise this contributor to keep in touch with Editor A. V. Fingulin, as he is confident he will "do the right thing." A study of *Shoe Repair Service* for the last two years reveals that almost no free-lance material is being purchased.)

*San Francisco Styles & Selling*, formerly at 310 same St., San Francisco, is now located at 507 Montgomery St. Twenty cents an inch is paid for very brief selling ideas used by Pacific Coast dry goods, department and general stores, and up to \$2 for photographs.

Plans for *Trailers*, recently announced as a new publication of Babcox Publications, 208 Buckeye Bldg., Akron, Ohio, have been temporarily dropped. Efforts were made by the publishers to compensate writers who had thrown their lot into the venture, as well as was possible.

R. S. Torgerson, formerly vice-president of *Mass Transportation*, 431 S. Dearborn St., Chicago, has been appointed editor of *Barrel & Box & Packages*.

The Commerce Publishing Co., 600 Michigan Bldg., Detroit, Mich., has resumed publication of its organ, *Journal of Building Maintenance*, a monthly which will circulate among office buildings, hotels, hospitals and industrial plants. Francis B. Crowley is the publisher, and F. L. Blanchard, editor.

*Office Appliances*, Chicago, has moved from 417 S. Dearborn St., to 20 N. Wacker Drive.

*Food Field Reporter*, 330 W. 42nd St., New York, now pays 8 cents a line for items used in the various departments.

# SEEKING NEW WRITERS

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